MARCH 2, 1953

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IN THIS ISSUE:

22ND year

Like girls go for mink

Just like girls go for mink, local merchants go for W-I-T-H in Baltimore. W-I-T-H carries the advertising of twice as many of them as any other station in town. These smart retailers know that W-I-T-H produces big results at low cost. Because W-I-T-H delivers more listeners-per-dollar than any other radio or TV station in town.

W-I-T-H can produce big results for you, too—at low cost. Get your Forjoe man to give you all the details.

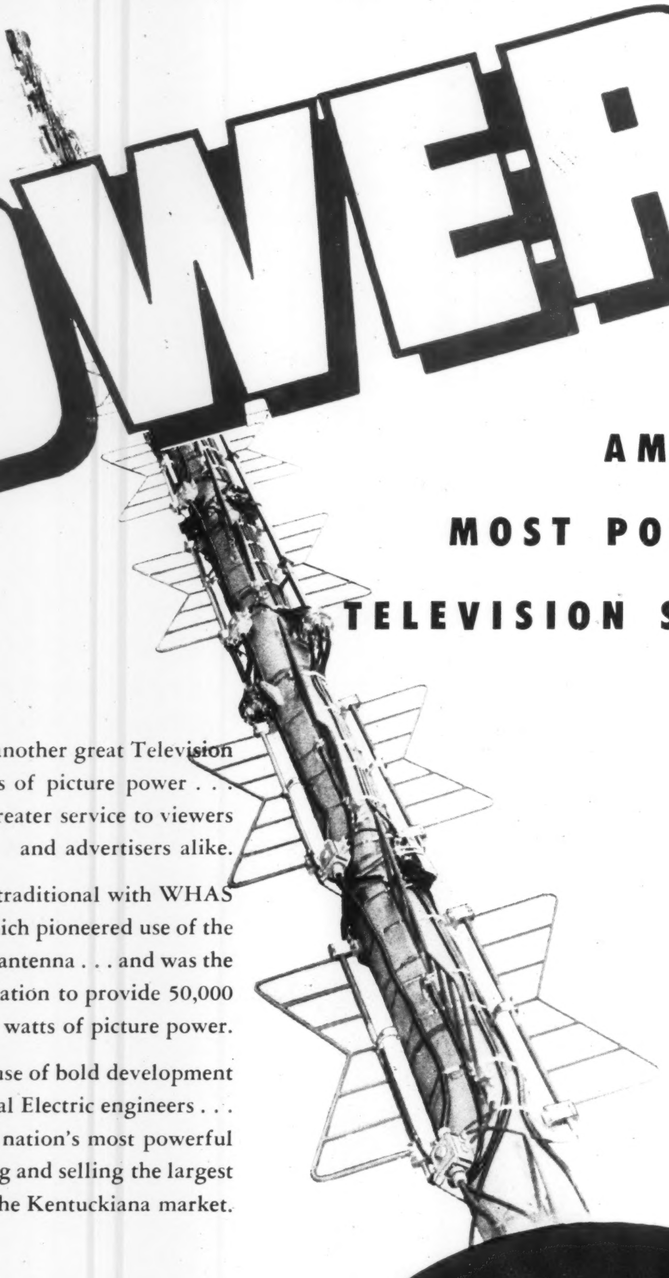
IN BALTIMORE **WITH**

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE & COMPANY

R v.44² Mar.-Apr. 1953

NOW...316,000 WATTS...

POWER!



AMERICA'S

MOST POWERFUL

TELEVISION STATION

WHAS now achieves another great Television *FIRST* . . . 316,000 watts of picture power . . . 316,000 watts of greater service to viewers and advertisers alike.

This leadership is traditional with WHAS Television . . . which pioneered use of the 12-bay high gain antenna . . . and was the nation's first station to provide 50,000 watts of picture power.

First again . . . because of bold development work with General Electric engineers . . . WHAS becomes the nation's most powerful television station . . . serving and selling the largest number of viewers in the Kentuckiana market.

Basic CBS
Channel 11

WHAS-TV
Louisville, Kentucky

ASSOCIATED WITH THE COURIER-JOURNAL—LOUISVILLE TIMES • VICTOR A. SHOLIS, Director • NEIL D. CLINE, Assistant Director
Represented Nationally by Harrington, Righter & Parsons, Inc., New York, Chicago, San Francisco

XUM

Awed by its size and power, the Northwest's Chippewa Indians called the Mississippi River the Mee-zee-see-bee, "Mighty Father of Waters." It flows through nearly 100 counties all the way from Minneapolis to the Gulf.

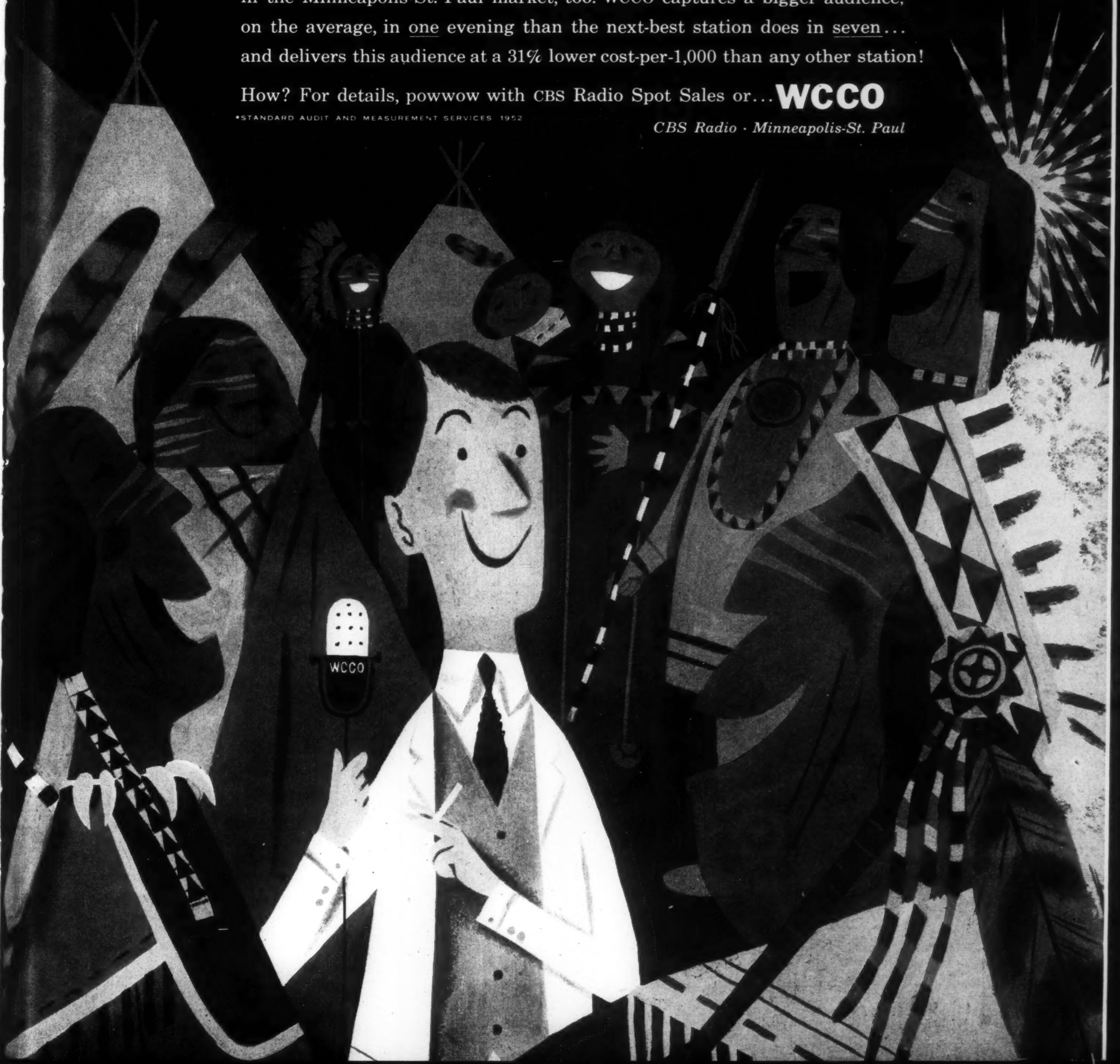
Mightier than the Mee-zee-see-bee!

Think then how awed the Chippewa would be at 50,000-watt WCCO (Mighty Granddaddy of All Radio Stations!), which surges through 109 counties in four states alone*—reaching more people in 82 of these counties than any of the more than 200 other stations heard throughout the entire area.

Compared with other Twin Cities stations, WCCO is overwhelmingly dominant in the Minneapolis-St. Paul market, too. WCCO captures a bigger audience, on the average, in one evening than the next-best station does in seven... and delivers this audience at a 31% lower cost-per-1,000 than any other station!

How? For details, powwow with CBS Radio Spot Sales or... **WCCO**

CBS Radio · Minneapolis-St. Paul



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*STANDARD AUDIT AND MEASUREMENT SERVICES 1952

XUM

SURVEY NO. 2

KRLD-TV

channel 4 Dallas

Rated TOPS again BY NORTH TEXAS TELEVISION SALES and SERVICE DEALERS

A direct survey of 750 North Texas Television sales and service dealers, with a better than 50% return, gives an unqualified answer to the question:

"What Television Station delivers the best picture and audio signal in your area?"

HERE'S THE RECORD:

97.4% MORE FIRSTS **for KRLD-TV than the Second station:**
KRLD-TV—220; Sta. "A"—113; Sta. "B"—23

53.8% MORE FIRSTS **for KRLD-TV in combined First and Second places:**
KRLD-TV—340; Sta. "A"—221; Sta. "B"—139

The men who sell, install and service Television Receiving Sets Know Best!

The lists of Dealers used in this survey were supplied by the distributors of the major TV lines sold in the north Texas area.

KRLD-TV
Channel 4, Dallas

EXCLUSIVE
CBS TELEVISION
OUTLET FOR
DALLAS-FT. WORTH
AREAS

NATIONAL ASSOCIATION OF RADIO AND TELEVISION BROADCASTERS
NARTB

John W. Runyon,
Chairman of the Board

Clyde W. Rembert,
President

THE BIGGEST BUY IN THE BIGGEST MARKET IN THE BIGGEST STATE

The Branham Company Exclusive Representative

closed circuit

SPIRITED activity last week on FCC reorganization but no announced result. Chairmanship and new appointments were discussed in high places, with prospect that things will jell this week. Still best bet: Rosel Hyde to Chairmanship, but with appointments to two vacancies still wide open. One appointment expected to be practical broadcaster and other executive experienced in public utility-common carrier field to take over detail of Chairman Paul A. Walker, whose forte is telephony.

★ ★ ★

THAT million-dollar TV BMB-type project unveiled at NARTB's TV board meeting several weeks ago is meeting unexpected complications even in exploratory stage. Recalling BMB's strictures, NARTB's first forays into TV measurement field have led to adoption of "extreme caution" policy.

★ ★ ★

LONG RANGE prognosticators in Washington, notably after visit here fortnight ago of Adlai Stevenson, are now predicting 1956 ticket: Stevenson and Lyndon B. Johnson, Senate minority leader from Texas, and only man in Congress identified with both AM and TV ownership. Mrs. Johnson owns KTBC-AM-TV Austin.

★ ★ ★

WHILE PRINCIPALS in Marciano-Walcott fight signed last week for title bout in Chicago April 10, details on radio-TV-movie rights were still in negotiation. Report is Gillette will pay $250,000 for radio-TV rights and IBC has scaled Chicago Stadium at $750,000, making it $1 million match. While Chicago and Milwaukee will be blacked out locally on TV, radio coverage won't be restricted.

★ ★ ★

ANOTHER SESSION on direct radio-TV broadcasts of President Eisenhower's news conferences scheduled for this Wednesday by James C. Hagerty, Ike's news secretary, with representatives of Radio-TV Correspondents Assn., but with little likelihood of definitive result. White House is still exploring most expedient means of developing "report to nation" type of presentation but hasn't yet found answer.

★ ★ ★

NARTB's newly formed Television Information Committee, set up last month to resist frontal attacks, whipped into action last week. Chairman Harold Fellows, NARTB president, sent vehement protest to Mrs. Ogden Reid, publisher of *New York Herald Tribune*, against editorial on N. Y. State Commission TV report ridiculing commercial TV on educational and cultural programming. Mr. Fellows asked that in interest of "accuracy and fair play," *Tribune* publish complete list he would supply of educational and cultural programs now telecast on New York City's seven stations.

PRELIMINARY meetings between Florida Citrus Commission and J. Walter Thompson executives in N. Y. this week set stage for final budget sessions next week in Lakeland, Fla. Budget may run $3 million as compared with last year's $2.6 million.

★ ★ ★

EVERETT HOLLES, veteran newsman, will be named this week to succeed Hollis Seavey as director of Washington operations of Mutual. Since joining MBS, August 1950, he has moderated *Reporters Round-up* and has served as White House correspondent for network. Mr. Seavey has joined Clear Channel Broadcasting Service as director [B•T, Feb. 23].

★ ★ ★

REPORTS of sale of KONA (TV) Honolulu, second TV station in Hawaii, have this much in fact: Herbert M. Richards, owner of all voting stock, is in hospital after being stricken with heart attack just before Christmas. He subscribed to all voting stock, but only paid for 25%. It is other 75% which is object of negotiations with West Coast industrialist.

★ ★ ★

FCC LAST Thursday had good day before House Subcommittee on Appropriations to justify budget estimate of $8 million for 1953-54 fiscal year. That was Truman estimate. Budget Bureau under GOP has asked for revised estimates looking toward reduction. That matter was subject of Feb. 23 special meeting of FCC.

★ ★ ★

WATCH FOR U. A. Sanabria, TV pioneer, proprietor of American Television Inc. and American Television School, Chicago, to petition FCC to withhold final approval on color TV. Mr. Sanabria and his engineers currently working on three-dimensional TV device, which he feels should be part of any TV receiver. Such ruling, he thinks, would benefit both manufacturers and general public.

★ ★ ★

STRICTLY in background thus far, American Institute of Television Mfrs. now ready to launch nationwide publicity drive in effort to attract electronic inventors. Understood only two manufacturers are paying nominal AITM dues, possibly because association claims big companies milk profits from struggling inventors. AITM affiliate, Preview Television Corp., placing quarter-a-half-hour TV sets in motels.

★ ★ ★

FLORIDA-INSPIRED move for Miami Beach as 1954 NARTB convention site drew C. E. Arney Jr., secretary-treasurer, to resort on official inspection mission.

★ ★ ★

NEW company, Films for Television Inc., entering syndicated TV field. Principals are Charles W. Phelan, veteran New England broadcaster, and Ralph Matheson, former owner of WHDH Boston, now heading Matheson Co. Company will headquarter in Boston area.

IN THIS ISSUE

LEAD STORY

Support gained for proposal that FCC let competing applicants set up interim TV station together pending final grant. *Page 27.*

ADVERTISERS & AGENCIES

TV networks are coming up with special inducements to keep clients on the air this summer, and some advertisers are thinking of repeating, as summer fare, the better shows of their winter season. *Page 28.*

FACTS & FIGURES

New Katz Agency study analyzes radio audience in 18-hour daily bloc. *Page 32.*

GOVERNMENT

State-run educational TV network scored by special temporary commission that studied noncommercial television in New York State. *Page 40.*

FCC grants 19 new TV stations, four of them to "married" applicants. *Page 44.*

There are 68 FCC staff jobs unprotected by Civil Service that the Republican administration can shuffle at will. *Page 46.*

TRADE ASSOCIATIONS

Agenda is set for the NARTB's 31st annual convention at Los Angeles. *Page 58.*

Station Representatives Assn. proposes "Crusade for Spot Radio" to be financed by contributions from stations. *Page 62.*

STATIONS

Of the 19 new TV grantees, only one expects to be in operation as soon as Aug. 1 and most are counting on going on the air next fall. *Page 64.*

MANUFACTURING

NBC's 1952 sales were 18.4% bigger than 1951 and were 23.4% of total RCA revenue. *Page 73.*

FEATURES

How Crosley TV stations beat the summer slump in audience and advertising with "Operation Sunburst." *Page 78.*

A financial advisor tells telecasters how to go to Wall Street to obtain capital or tax advantages stock issues provide. *Page 80.*

A brick company is using radio with spectacular success. *Page 84.*

Here's a camera control system that cuts TV film costs 20%. *Page 85.*

TV network showsheet. *Page 86.*

INTERNATIONAL

Independent Canadian broadcasters will meet with CBC to try to figure out how to apply the Massey recommendations to inject more Canadian content into programs. *Page 95.*

UPCOMING

March 1-3: American Public Relations Assn., Eighth Annual Conference, Mayflower Hotel, Washington.

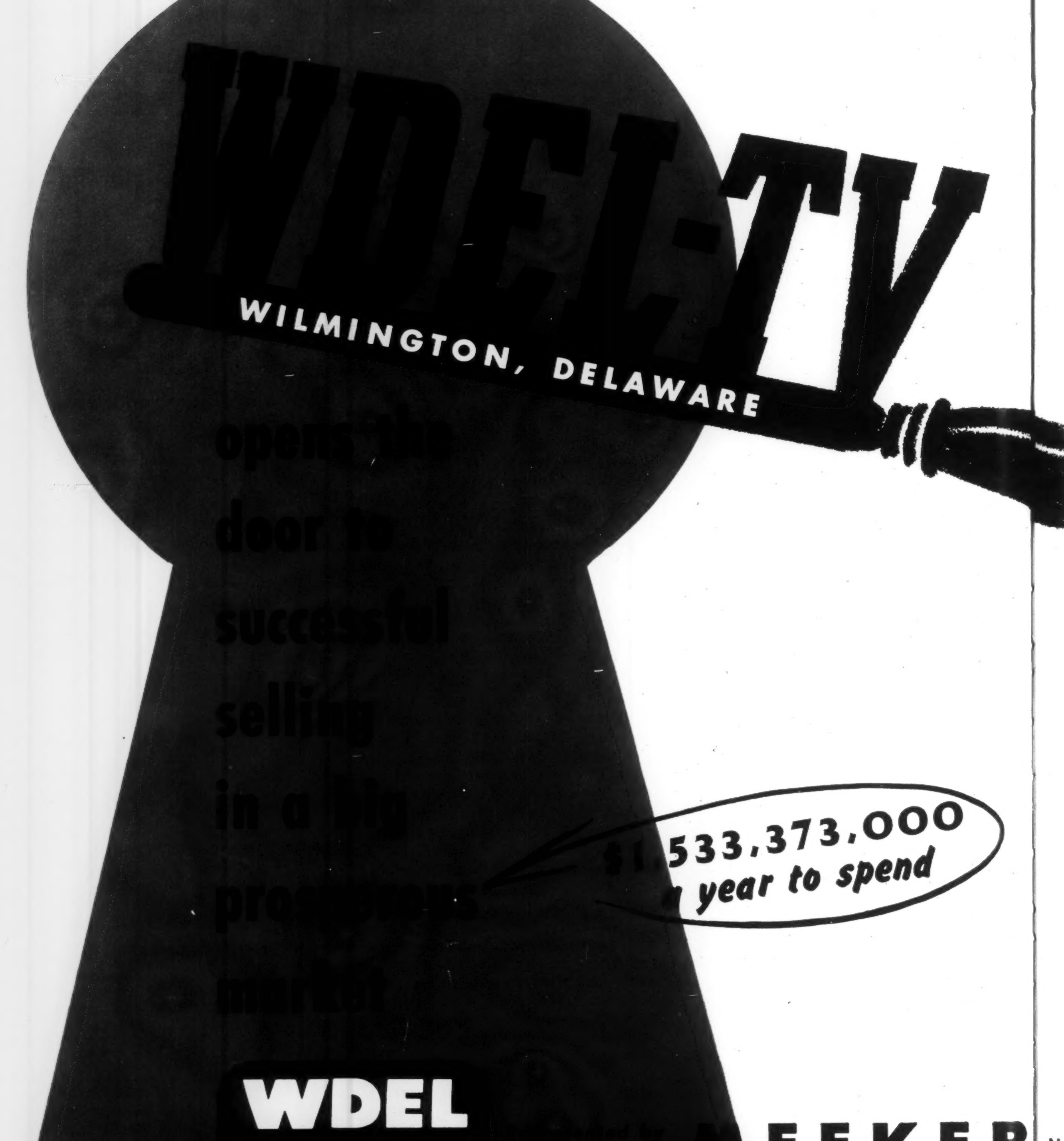
March 5-6: Eleventh Annual Radio-TV Conference, U. of Oklahoma, Norman.

March 6: Eighth Annual Michigan State Radio-TV Conference, Michigan State College, East Lansing.

March 9-12: Canadian Assn. of Broadcasters Annual Convention, Mount Royal Hotel, Montreal.

(For other Upcomings, see page 97)

XUM



WDEL-TV

WILMINGTON, DELAWARE

opens the door to successful selling in a big prosperous market

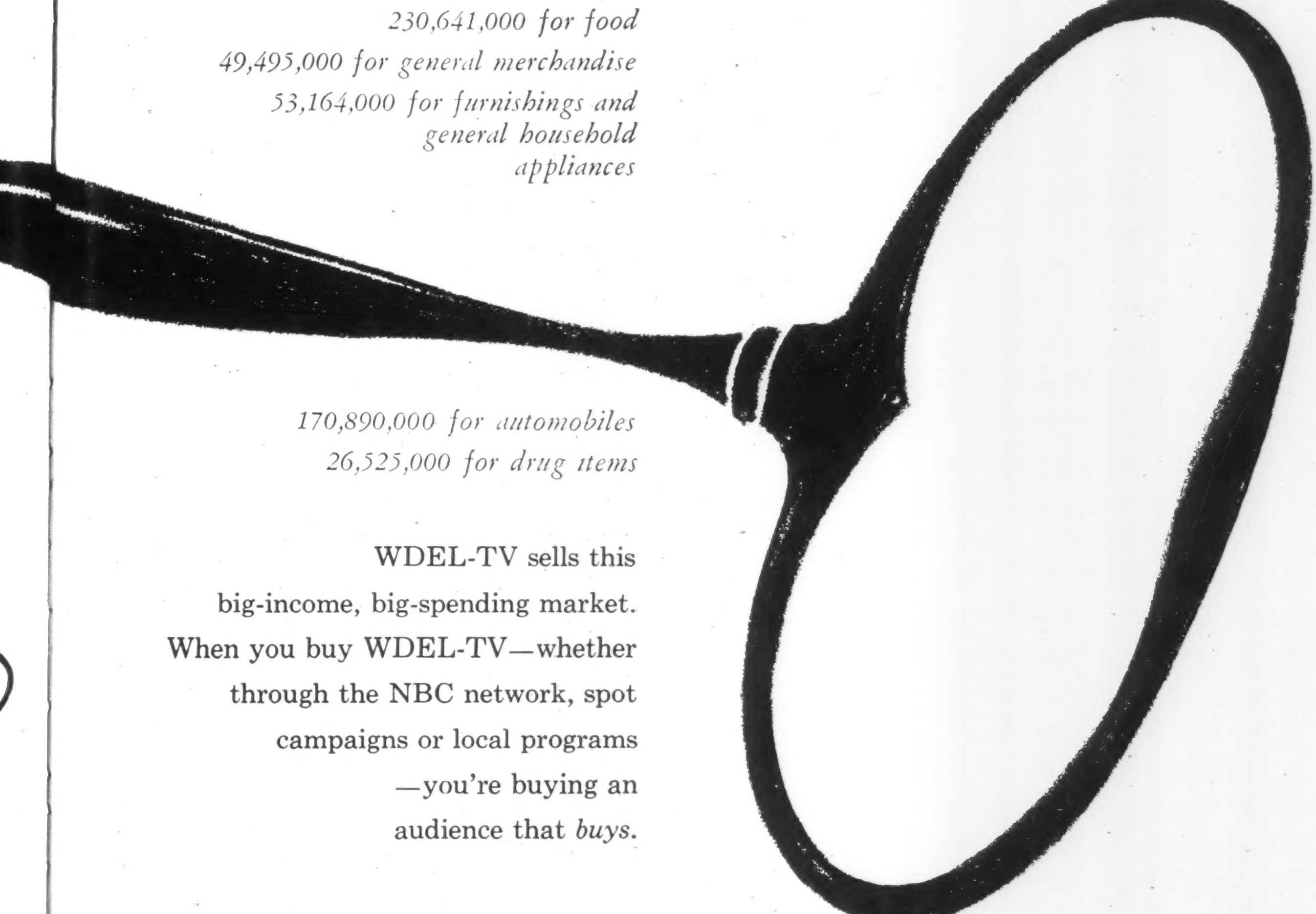
$1,533,373,000 a year to spend

WDEL
AM TV FM
A Steinman Station

Represented by MEEKER

Delaware, with the highest per
capita income of any state, is the
heart of this market, which
reaches out to include also
parts of New Jersey,
Maryland and Pennsylvania.

$907,435,000 in retail sales
230,641,000 for food
49,495,000 for general merchandise
53,164,000 for furnishings and general household appliances

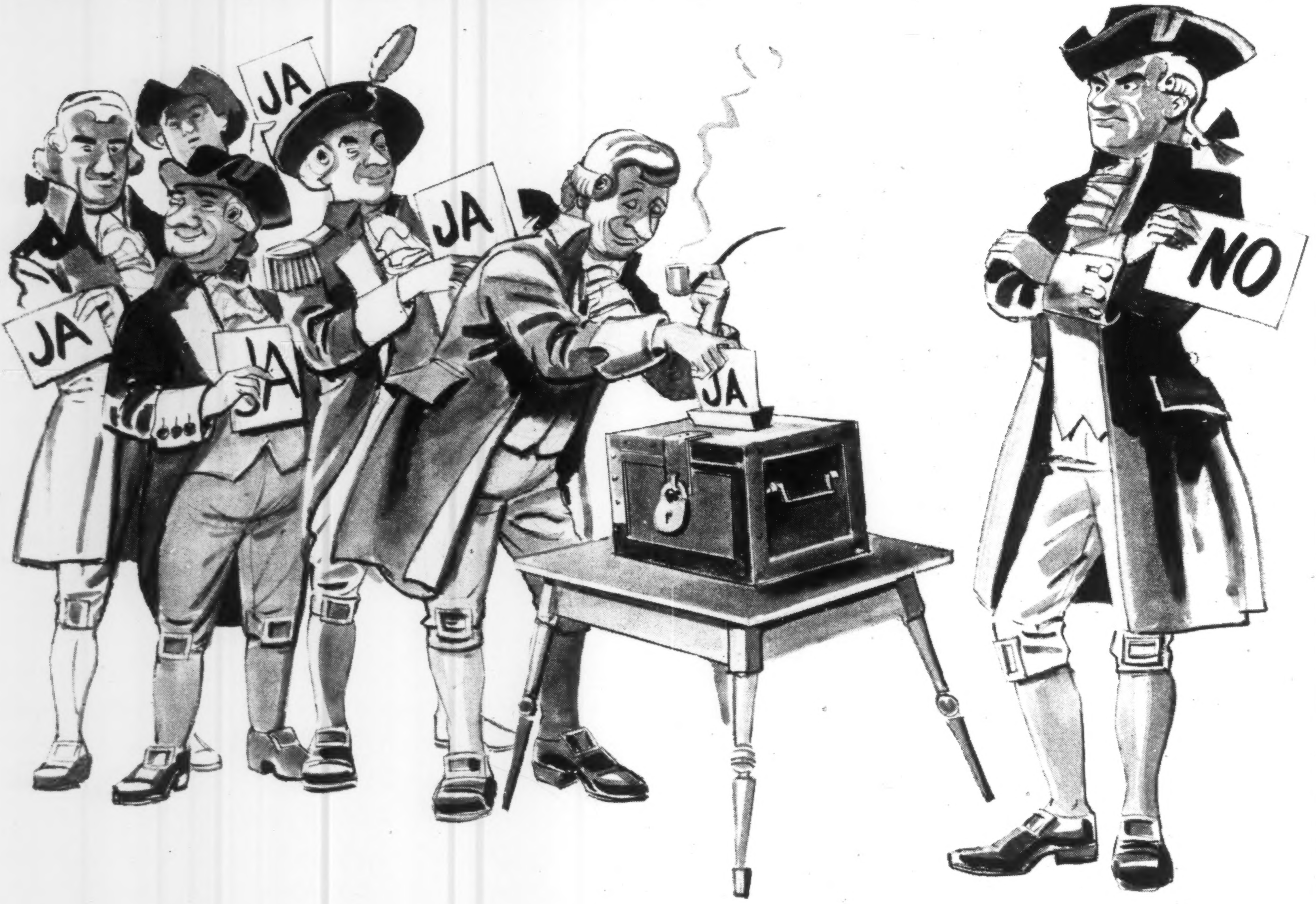


170,890,000 for automobiles
26,525,000 for drug items

WDEL-TV sells this
big-income, big-spending market.
When you buy WDEL-TV—whether
through the NBC network, spot
campaigns or local programs
—you're buying an
audience that *buys*.

New York · Chicago · Los Angeles · San Francisco

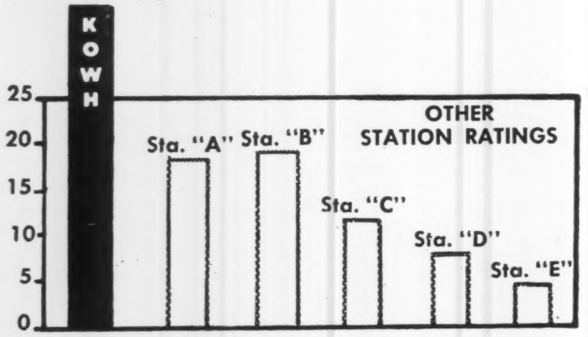
All It Took was a Ballot . . .



. . . To retain English as our official tongue! Post-revolutionary Congress voted on one war-embittered lawmaker's bill to change the language taught in our schools to German. Anti-British feeling was so common that the bill met defeat by only a single-vote margin!

Popularity balloting finds radio KOWH with no such a narrow squeak. *15 consecutive Hooper Audience Reports* have placed KOWH *first by a 15-point lead* with Omaha, Council Bluffs listeners. The chart averaged below for the 15 month period from October, 1951, thru January, 1953, tells the story. *Es ist sehr gut!*

- *Largest total audience* of any Omaha station, 8 A.M. to 6 P.M. Monday thru Saturday! (Hooper, Oct., 1951, thru Jan., 1953.)
- *Largest share of audience*, in any individual time period, of any independent station in all America! (Jan., 1953.)



Kowh

OMAHA

"America's Most Listened-to Independent Station"

General Manager, Todd Storz; Represented Nationally By The BOLLING CO.

at deadline

NARTB Mails Ballots For Radio Board Election

FINAL ballots for election of directors to NARTB Radio Board — including odd-numbered and at-large classifications—mailed Friday by C. E. Arney Jr., secretary-treasurer. They must be returned to NARTB's Washington headquarters by March 13.

Automatically elected without opposition [B•T, Feb. 16] are F. Ernest Lackey, WHOP Hopkinsville, Ky., Dist. 7; Hugh K. Boice Jr., WEMP Milwaukee, Dist. 9; Kenyon Brown, KWFT Wichita Falls, Tex. (incumbent), Dist. 13; R. M. Brown, KPOJ Portland, Dist. 17.

Incumbent directors who did not run for reelection were Hugh B. Terry, KLZ Denver, medium stations; Leonard Kapner, WCAE Pittsburgh, Dist. 3; Thad Holt, WAPI Birmingham, Dist. 5; Robert T. Mason, WMRN Marion, Ohio, Dist. 7; H Quenton Cox, KGW Portland, Ore., Dist. 17.

Incumbents who are candidates for re-election are William B. McGrath, WHDH Boston, Dist. 1; Harry W. Linder, KWLM Willmar, Minn., Dist. 11; John H. DeWitt Jr., WSM Nashville, large stations; Edgar Kobak, WTWA Thomson, Ga., small stations; Ben Strouse, WWDC-FM Washington, FM stations. Merrill Lindsay, WSOY Decatur, Ill., did not run for re-election as Dist. 9 director but is a nominee in the FM category.

Of those nominated in more than one category, selections were as follows: Paul R. Bartlett, KFRE Fresno, Calif., Dist. 15; Victor C. Diehm, WAZL Hazleton, Pa., Dist. 3; Fred Fletcher, WRAL Raleigh, N. C., FM stations; E. J. Gluck, WSOC Charlotte, N. C., FM; Simon Goldman, WJTN Jamestown, N. Y., small stations; Robert B. Hanna Jr., WGY Schenectady, N. Y., large stations; Herbert L. Krueger, WTAG Worcester, Mass., Dist. 1; John F. Meagher, KYSM Mankato, Minn., Dist. 11; G. Richard Shafto, WIST Charlotte, N. C., medium stations; Calvin J. Smith, KFAC Los Angeles, medium stations; Jim Woodruff Jr., WRBL Columbus, Ga., Dist. 5.

Nominees who withdrew their names from balloting were George D. Coleman, WGBI Scranton, Pa., Dist. 3, W. B. Smullin, KIEM Eureka, Calif., Dist. 15 and medium stations, Otto P. Brandt, KING Seattle, large stations; Ted Leitzell, WEFM (FM) Chicago, FM stations; Nathan Lord, WAVE Louisville, medium stations; William B. Quarton, WMT Cedar Rapids, Iowa, medium stations.

TV BEATS BATHTUBS

THERE are now more TV sets in use in Chicago area than home telephones or bathtubs, Admiral Corp. reported Friday. W. C. Johnson, vice president of sales, pegged latest TV census at 1,360,000, compared to 1,320,000 telephones and 1,260,000 bathtubs in area. Many cities which have had TV at least five years boast more receivers than phones, among them L. A., Philadelphia, St. Louis, Cleveland and Boston, Mr. Johnson added.

• BUSINESS BRIEFLY

GENERAL FOODS SPRING DRIVE • General Foods, N. Y. (Sure-Jell), planning to start its annual spring spot announcement radio campaign in April in about 125 markets. Starting dates varied following fruit jelly making seasons. Agency: Benton & Bowles, N. Y.

GM BUYS DINAH • General Motors Chevrolet Div. and Chevrolet Dealers to sponsor Dinah Shore musical show on full NBC radio network, Mon. and Fri., 10-10:15 p.m. EST, for 15 weeks March 23 through July 3, and also are extending sponsorship of *Dinah Shore Show* on NBC-TV, Tues. and Thurs., 7:30-45 p.m., for six additional weeks, through July 2. Agency: Campbell-Ewald, N. Y. and Detroit.

LIFE ADDS 15 • *Life* Magazine, through Young & Rubicam, N. Y., adding about 15 markets to radio chain breaks and minutes campaign. Magazine uses announcements three days weekly for 13 weeks to boost newsstand sales.

HUBINGER CAMPAIGN • Hubinger Co. (Quick-Elastic), Keokuk, Iowa, buying minutes, 10- and 15-minute program participations on Don Lee network and 10 other major cities, starting March 16 for 39 weeks. Some TV spots will be placed. Agency: Compton Adv., N. Y.

SPOTS FOR LINCOLN-MERCURY • Lincoln-Mercury cars, through Kenyon & Eckhardt, N. Y., buying radio spot announcement campaign for six weeks in Kansas City, Atlanta and Jacksonville areas starting about March 29.

THOR ON ABC-TV • Thor Corp. (home appliances) to sponsor *Quick as a Flash* quiz show with Bobby Sherwood, on ABC-TV on alternate Thursdays, 10:30-11 p.m. EST, effective March 12. Agency: Henri, Hurst & McDonald, Chicago.

HOWDY DOODY BOUGHT • Continental Baking Co. (Hostess cakes) to sponsor another segment of *Howdy Doody* on NBC-TV, Mon.-Fri., 5-6 p.m., effective May 6. Wed., 5-5:15 p.m. portion and Standard Brands (Royal dessert) starting March 17 adds Mon., 5-5:15 p.m. segment. Both contracts signed through Ted Bates, N. Y. Show completely sold except for one quarter-hour on Fridays.

ABC PLANS EXPANSION, ADDS AFFILIATES

BROAD expansion of both radio and TV networks of ABC being announced today (Monday) on heels of meeting of top officials with ABC radio stations advisory committee Friday to discuss programs, operations, and general planning with respect to ABC radio alone. Similar meeting for TV will be held with ABC TV stations advisory committee next Friday (March 6).

Network expansion, described by national station relations director Alfred R. Beckman as both "broad and strategic," adds new TV affiliates in 14 markets, bringing total to 95, and extends radio affiliate roster to 362 by addition of five stations.

Described as "notable" among new affiliates were KING and KING-TV Seattle, both becoming basic ABC affiliates. KING-TV operating on vhf Ch. 5 became basic affiliate yesterday (Sunday). KING-AM operating with 50 kw on 1090 kc will effect its ABC affiliation in June, replacing KJR Seattle.

Other new TV affiliates, Mr. Beckman said, will greatly expand ABC television service in Atlantic seaboard, south, midwest, and southwest.

In addition to KING stations, new affiliates are:

KSTL-TV St. Louis (Ch. 36; owned by Broadcast House Inc.; William E. Ware, general manager), starting July 1; WBUF-TV Buffalo (Ch. 17; WBUF-TV Inc., Sherwin Grossman, general manager), starting June 1; WENS (TV) Pittsburgh (Ch. 16; Telecasting Co. of Pittsburgh; Larry H. Israel, general manager), starting July 6; KGUL-TV Galveston (Ch. 11; Gulf Television Co.; Paul E. Taft, general manager), starting March 1; WFTV (TV) Duluth (Ch. 38; Great Plains Television Properties; James C. Cole, general manager), starting March 1; KFDX-TV Wichita Falls (Ch. 3; Wichtex Radio & Television Co.; Howard H. Fry, general manager), starting April 1.

Also WCOS-TV Columbia, S. C. (Ch. 25; Radio Columbia; Charles Pittman, general manager), starting April 1; KCBD-TV Lubbock (Ch. 11; Bryant Radio & Television; George L. Tarter, general manager), starting March 15; WBKZ-TV Battle Creek (Ch. 64; Booth Radio & Television Stations; Harry E. Travis, general manager), starting May 15; WEEV-TV Reading (Ch. 33; Hawley Broadcasting Co.; Thomas E. Martin, general manager), starting March 1; WABI-TV Bangor (Ch. 5; Community Telecasting Service; Murray Carpenter, general manager), already on air; WSUN-TV St. Petersburg (Ch. 38; City of St. Petersburg; George D. Robinson, general manager), starting May 1; WILK-TV Wilkes-Barre (Ch. 34; Wyoming Valley Broadcasting Co.; Roy E. Morgan, manager), starting April 1.

New radio affiliates, in addition to KING, are:

WJAN Spartanburg, S. C. (1400 kc, 250 w; owned and managed by James C. Byrd Jr.); WHKP Hendersonville, N. C. (1450 kc, 250 w; headed by Beverly Middleton as president); WERI Westerly, R. I. (1230 kc, 250 w, owned by Radio Westerly Inc., with Warren Greenwood as manager); WCON Cornelia, Ga. (1450 kc, 250 w; owned by Habersham Broadcasting Co.; John W. Jacobs Jr., manager); KLIL Estherville, Iowa (1340 kc, 100 w; owned by Estherville Broadcasting Corp.; William E. Schoens, general manager); WQUA Moline, Ill. (1230 kc, 250 w; owned by Quad City Broadcasting Corp.; Dalton LeMasurier, general manager).

Meanwhile, in their first meeting since ABC merged with United Paramount Theatres, members of ABC radio stations advisory committee in all-day session in New York Friday heard top officials of network outline plans for gradual but steady development of new programs and new talent, aiming primarily for sales for next fall's season. Members volunteered to scout own areas for programs that might be developed for network use.

ABC group at meetings included Leonard H. Goldenson, president of ABC's parent AB-PT; ABC President Robert E. Kintner; Executive Vice President Robert H. O'Brien; Charles T. Ayres, vice president in charge of radio network; Ernest Lee Jahncke Jr., vice president and assistant to president; Robert M. Weitman, vice president for programming and talent; Oliver Treyz, in charge of sales development and presentations; Station Relations Director Beckman, and Station Relations Dept. Manager William A. Wylie.

Committemen attending: Roger W. Clipp, WFIL Philadelphia, committee chairman; J. P. Williams, WING Dayton; Verl Bratton, WKTY LaCrosse, Wis.; T. B. Lanford, KRMD Shreveport; Harold V. Hough, WBAP Fort Worth; Frank Carman, KUTA Salt Lake City, and A. D. Willard Jr., WGAC Augusta, Ga. Committeeman J. Archie Morton, KJR Seattle, which gives up ABC affiliation when KING joins, not present.

The NEW WJBK Guarantees You RATE PROTECTION!

YOU **PAY** FOR ONLY **250 WATTS**

on continuing contracts placed now

YOU'LL **GET 10,000** WATT COVERAGE

when we boost our power

Now . . . more than ever . . . you get more than your money's worth on WJBK! Buy at the 250 watt rate now . . . pay no more when our new 10,000 watt rates go into effect. This rate protection alone is reason enough why the new WJBK is a radio buy you can't pass by!

The NEW WJBK Detroit

A STORER STATION

Tops in MUSIC, NEWS and SPORTS

National Sales, Mgr., TOM HARKER, 488 Madison, New York 22, ELDORADO 5-7690

Represented Nationally by THE KATZ AGENCY

at deadline

Antenna Rules Made Final; Other FCC Actions

AMENDMENT of Sub-part C of Part 17 of FCC's rules governing construction, marking and lighting of antenna towers finalized by Commission Friday as proposed last November [B•T, Nov. 17, 1952]. FCC, however, deleted proposed specifications for marking and lighting of guy wires. Comrs. George E. Sterling and Robert T. Bartley dissented in part, favoring extending to 55 ft. present limitation of 20 ft. for uhf masts which may be installed on existing antennas without additional marking and lighting. Amended rules become effective March 30.

Sterling to Raleigh

FCC Comr. George E. Sterling to participate in seminar on uhf TV at Raleigh, N. C., March 4, sponsored by Sir Walter Television Broadcasting Co., permittee of uhf Ch. 28 WETV (TV) there.

Tampa-St. Petersburg Findings

Proposed findings filed in Tampa-St. Petersburg vhf Ch. 8 hearing Friday by Chief of FCC Broadcast Bureau, holding all three applicants propose operations in accord with Commission rules. "None of the applicants are to be preferred for engineering reasons," he concluded. Hearing record closed Jan. 21. Contestants are WFLA Tampa, WTSP St. Petersburg and Tampa Bay Area Telecasting Corp., St. Petersburg.

D. C. Action Withheld

Commission advised District of Columbia Board of Education it is withholding action on board's application for noncommercial uhf Ch. *26 in Washington pending approval by President Eisenhower of request to Congress for funds to construct station. Asking for more details on program plans and policy, FCC also noted letter from representatives of local cultural-educational organizations asking delay of Ch. 26 action pending exploration of wider community participation in application, possibly with Ford Foundation money. Group met with superintendent of D. C. public schools Friday.

Authorizations to WHP-TV, KMO-TV

WHP-TV Harrisburg, Pa., uhf Ch. 55 grantee, authorized to change antenna height from 920 ft. to 910 ft. above average terrain and make other equipment changes. WHP-TV's effective radiated power: 240 kw visual, 120 kw aural.

KMO-TV Tacoma, Wash., vhf Ch. 13 grantee, given modified permit to change ERP from 115 kw visual and 58 kw aural to 120 kw visual and 71 kw aural, increase antenna height from 560 ft. to 780 ft.

Flint Hearing Ends

Flint, Mich., vhf Ch. 12 TV hearing concluded Friday before FCC Examiner Benito Gaguine, making it sixth post-freeze case to end hearing. Proposed findings due March 20. Contestants: WJR Detroit, WFDF Flint and W. S. Butterfield Theatres Inc. Transcript totals 2,000 pages.

NBC PROMISES COVERAGE

DESPITE provision in New York state's civil rights law prohibiting telecast of proceedings of court or committee administrative agency (story, page 72), NBC reported Friday it would cover on television Senate subcommittee hearing investigating Voice of America scheduled for last Saturday. Spokesman said hearing would be carried on WNBT(TV) New York 3-4 p.m. EST and rest of network, 2-4 p.m. EST. Other TV networks and stations reported they did not plan to cover proceedings.

NARTB Draws Tributes For Get-Out-Vote Drive

HIGH PRAISE paid NARTB and broadcasters Friday by key Congressional figures and FCC Chairman Paul A. Walker for top award from American Heritage Foundation for industry's role in bringing out record vote last autumn. John F. Patt, WJR Detroit, headed the NARTB campaign. Excerpts from their comments:

Sen. Charles W. Tobey (R-N. H.), chairman Senate Interstate & Foreign Commerce Committee—"Radio and TV broadcasters went beyond the call of duty in serving the public interest. The record vote is a testimonial to both the responsibility of American broadcasters and the impact of their media."

Rep. Charles A. Wolverton (R-N. J.), chairman House Interstate & Foreign Commerce Committee—"We are all proud of the role stations played in what was a convincing demonstration of Democracy at the polls."

FCC Chairman Walker—"The effective manner in which radio and TV sought and delivered a record vote is in the finest traditions of broadcasting, indicating a high sense of civic responsibility."

NBC-TV Woos P&G

NBC-TV, it's understood, trying to sell Procter & Gamble hour-long, daytime, Monday-Friday strip with P&G using money saved by cancellation of *Those Two* on NBC-TV. P&G already sponsors NBC-TV's *Kate Smith Show*, Tuesday through Thursday, 4-4:35 p.m. EST, and *Welcome Travelers*, 3:45-4 p.m. Monday through Thursday. NBC-TV's reported plan is to have advertiser extend this half-hour to full hour with two new shows. NBC offer supposedly made directly to client, not through its various agencies.

ILL. EDUCATIONAL TV

APPROPRIATION of $1 million for Chicago educational TV station will be sought from Illinois State Legislature in bill to be introduced Tuesday by Rep. Charles H. Weber (D-Chicago). He said he would ask emergency action on money for Chicago and similar sum for U. of Illinois TV station at Urbana to beat June 2 FCC deadline on educational reservations. Funds for lake-front fair for Chicago, allocated in 1951, could be used for purpose, he added. Both Chicago and U. of Illinois have extensive educational TV plans (early story page 48).

PEOPLE

SIGURD S. LARMON, president of Young & Rubicam, N. Y., has accepted chairmanship for solicitation of city's advertising, publishing and entertainment industries for 1953 fund campaign of New York chapter, American Red Cross.

LEWIS H. AVERY, president, Avery-Knodel, appointed chairman of station representative section of New York Red Cross fund raising drive.

GEORGE F. MAEDEL, vice president and general superintendent of RCA Institutes since 1948, appointed chairman of school, **BRIG. GEN. DAVID SARNOFF,** RCA board chairman, will announce today (Monday). Mr. Maedel, who joined RCA Institutes in 1933 as mathematics instructor, succeeds **MAJ. GEN. GEORGE L. VAN DEUSEN** (U.S.A. Ret.) who retired, effective yesterday (Sunday).

VAN BEUREN DE VRIES, production manager, WMAL-TV Washington, with outlet since inception, named program director, KRTV (TV) Little Rock, Ark., effective March 1.

Chandler With WSB-TV

SPURGEON (Spud) CHANDLER, former Yankee pitcher and ex-U. of Georgia football star, last Friday joined WSB-TV as sports director and as first assignment will handle play-by-play TV of Atlanta Crackers (Southern Assn.) [Closed Circuit, B•T, Feb. 16]. He left Yankees Jan. 1 as scout and is celebrated in athletic circles both as Rosebowl player in 30's and as World Series figure.

Meeting Sites Listed For BMI-BAB Clinics

LIST of hotels and cities at which BMI-BAB joint clinics will be held in late spring augmented Friday by following: New York—Rochester, Hotel Seneca, June 1-2; Idaho—Boise, Hotel Boise, June 29-30; Iowa—Des Moines, Savery Hotel, June 1-2; California—Los Angeles, Beverly Wilshire, June 19-20; Arizona—Phoenix, Westward Ho, June 17-18; Massachusetts—Boston, Copley Plaza, May 26-27; Nebraska—Omaha, Blackstone Hotel, June 3-4; Ohio—Columbus, Deshler-Wallick, June 12-13; West Virginia—Charleston, Daniel Boone, July 10-11; Maine—Portland, Eastland Hotel, May 25-26; Maryland — Baltimore, Emerson Hotel, June 5-6; Montana—Billings, Northern Hotel, July 6-7.

ASCAP Affidavit

ALL-INDUSTRY TV Per Program Committee served Friday with ASCAP affidavit supplementary to one filed in August 1951 designed to relieve ASCAP of necessity of issuing per program licenses to stations with blanket licenses from BMI and to permit ASCAP to charge on adjacencies as well as on programs containing ASCAP music. After study, committee will reply and then date for argument will be set, according to Stuart Sprague, counsel to TV Committee. Industry group in July 1951 asked court to set fair fee for ASCAP TV per program license after lengthy negotiations had failed to achieve agreement between ASCAP and TV broadcasters.

WABC-TV Buys Film

PURCHASE of more than $100,000 worth of film programming from Motion Pictures for Television by WABC-TV New York (formerly WJZ-TV) announced by station Friday. Films, which will occupy 6-7 p.m. EST time slot every day but Thursday, include half-hour adventure series and some 175 half-hour western features.

RADIO IN THE Upper Midwest...

KSTP newsmen "... armed with the best equipment and facilities available, not only beat their competing broadcasters but scored several major news beats on daily newspapers. KSTP's news coverage system can compete favorably with the networks."

—Variety

Some news periods are available

KSTP
KSTP
50,000 WATTS
CLEAR CHANNEL
THE NBC STATION

REPRESENTED BY EDWARD PETRY and COMPANY

MINNEAPOLIS, ST. PAUL

index

BROADCASTING* TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

Advertisers & Agencies 28
At Deadline 9
Closed Circuit 5
Editorial 106
Education 96
Facts & Figures 35
Feature Section 75
Film 36
For the Record 97
Government 40
In Review 14
International 95
Lead Story 27
Manufacturing 73
Networks 70
On All Accounts 25
Open Mike 20
Our Respects 18
People 91
Personnel Relations 74
Program Services 38
Programs & Promotion 89
Stations 64
Trade Associations 58

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Sol Taishoff, *Editor and Publisher*

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Duane McKenna, *Art and Layout.*

CIRCULATION & READERS' SERVICE

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BUREAUS

NEW YORK

444 Madison Ave., Zone 22, PLaza 5-8355.
EDITORIAL: Rufus Crater, *New York Editor;* Bruce Robertson, *Senior Associate Editor;* Florence Small, *Agency Editor;* Rocco Famighetti, Dorothy Munster, Liz Thackston.

BUSINESS: S. J. Paul, *Advertising Director;* Eleanor R. Manning, *Assistant to Advertising Director;* Kenneth Cowan, *Advertising Representative.*

CHICAGO

360 N. Michigan Ave., Zone 1, CEntral 6-4115.
William H. Shaw, *Midwest Advertising Representative.*
Jane Pinkerton, *News Editor.*

HOLLYWOOD

Taft Bldg., Hollywood & Vine, Zone 28, HEmpstead 8181.
David Glickman, *West Coast Manager;* Marjorie Ann Thomas.

Toronto: 417 Harbour Commission, EMpire 4-0775. James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issue: 35¢ per copy; 53rd and 54th issues: $5.00 per copy. Air Mail service available at postage cost payable in advance. (Postage cost to West Coast $41.60 per year.)
ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING National Press Bldg., Washington 4, D. C. Give both old and new addresses, including postal zone numbers. Post Office will not forward issues.

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Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.
*Reg, U.S. Patent Office

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MISSISSIPPI'S FIRST TELEVISION STATION

WJTV

UHF INTERFERENCE-FREE SIGNAL
. . . WITH VHF COVERAGE

That's the unbeatable combination we offer in Central Mississippi—one of the nation's fastest-growing markets. Only last month the Product Performance Division of Philco Corporation, in a survey conducted throughout the area, determined that WJTV is being received . . . and clearly received . . . in television homes at distances up to 55 miles from our broadcasting site. Here's a quote from a letter concerning the survey:

> *"We have had the opportunity of closely observing your station performance since January 20, which was your first day of actual telecasting, and we are very happy to say that your station has made great strides in bringing to this new television market a standard of quality performance far beyond our expectation.*
>
> *"We feel that your station is delivering quality television signals, with coverage comparable to VHF stations that have been established for many years. Considering that WJTV is only radiating 18,000 watts of power, which is only a fraction of power used on VHF stations, your present coverage of fifty miles radius from Jackson is more than we had anticipated. Naturally, since we are a Philco distributor, we are vitally interested in covering as large a market as possible for the sale of Philco television receivers.*
>
> *"The Product Performance Division of Philco Corporation recently conducted a sixty mile UHF performance survey of WJTV's television coverage. This test was conducted over a period of eight days and consisted of sixty-five (65) separate surveys and thirty-four (34) towns and cities, within a radius of sixty miles of WJTV."*
>
> And here's a sample item from the report . . .
>
> *"In Tallulah, Louisiana, 55 miles airline distance west of Jackson, with an antenna elevation of 55 feet, we received 99 microvolts of signal."*
>
> /s/ V. P. Spence
> Philco Sales Manager
> Cabell Electric Company

We are happy to get the Product Performance Division of Philco Corporation's field strength survey and to know from these facts that WJTV's performance is far broader than engineers originally anticipated on paper.

Number of sets? Well, we're pretty happy about that situation too. As of January 2 of this year—18 days before WJTV hit the air—the RTMA county-by-county survey showed the number at 6,588. But an end-of-February count, derived from a survey of leading distributors and dealers, is 11,300 sets. And it's increasing every day.

Yes, sir . . . we're doing just fine with television here in Mississippi. WJTV has been on the air only five weeks and has already been programming from ten o'clock in the morning straight on through until almost midnight. WJTV is a full-time, fully-staffed station, operating in one of the most modern RCA-equipped television studios in America.

Controversy about UHF? No, indeed. It's television . . . it's Operation Smooth . . . and Mississippians like it.

WJTV UHF CHANNEL 25

JACKSON, MISSISSIPPI . . . JOHN ROSSITER, MANAGER

CBS PRIMARY AFFILIATE . . . NBC . . . DUMONT . . . ABC

Owned by Mississippi's two state-wide newspapers

The Clarion Ledger and JACKSON DAILY NEWS

Represented Nationally by THE KATZ AGENCY

WHEN
TELEVISION
gives
RECIPE

complete coverage

BECAUSE

IT IS CENTRAL NEW YORK'S MOST POWERFUL TV STATION.

ITS POWER IS NOW 50,000 WATTS.

ITS LOCATION IS THE INDUSTRIAL HEARTLAND OF NEW YORK STATE

ITS NEW TOWER IS HIGHER THAN ANY OTHER IN CENTRAL NEW YORK

SEE YOUR NEAREST KATZ AGENCY

WHEN
TELEVISION
SYRACUSE

CBS • ABC • DUMONT
A MEREDITH STATION

CAMEL NEWS CARAVAN

Mon.-Fri., 7:45-8 p.m. on NBC-TV.
Sponsor: R. J. Reynolds Tobacco Co.
Agency: William Esty & Co.
Producer: Francis C. McCall.
Director: Ralph Peterson.
Writer: Reuven Frank.
Featured Commentators: John Cameron Swayze, in New York; David Brinkley, in Washington; Roy Neal, in Los Angeles; Jack Angell, in Chicago.
Weatherman: Clint Youle, in Chicago.

THE PIONEER video daily news program, now in its sixth year on NBC-TV *Camel News Caravan,* is still providing its viewers "today's news today" for 15 minutes each weekday evening in much the same fashion as it did on the date of its inaugural telecast on Feb. 16, 1948. Nor is that pattern much different from the theatre newsreel formula of news, comedy and cheesecake perfected over the years into a form as rigidly standardized as Greek drama or classical ballet.

Last Tuesday's *Camel News Caravan,* for example, included a pickup from Omaha where NBC-TV affiliate WOW-TV had just become the first vhf station to begin operating with 100 kw power, maximum permitted for vhf by the FCC; the opening of the UN general assembly in New York; scenes of the tense situation in Berlin; "a day in the life of Mrs. Eisenhower," dealing mainly with the unending stream of individuals and delegations coming to the White House bearing gifts for the First Lady; a fashion show of bathing and play suits staged in a snow-covered winter resort at Three Lakes, Wis., plus an assortment of orally-presented late news bulletins as the program's commentator, John Cameron Swayze, "hopscotched the world for headlines."

JOHN CAMERON SWAYZE

"Glad we could get together"

Main changes in the *Camel News Caravan* have been in the expansion of its audience, with stations added as rapidly as the growth of network TV would permit, and in the concurrent expansion of news pickup points. A switch in producers from Fox Movietone News, which handled the show during its first year, to NBC's own news staff, in charge since then, has doubtless wrought many changes behind the scenes but none immediately apparent to the viewer at home.

The main attraction of *Camel News Caravan* to many viewers is Mr. Swayze, whose suave handling of the news matches perfectly his handsome face and impeccable garb that have won him hands down the title of best-dressed TV news commentator. On Tuesday, Mr. Swayze wore a horizontally striped tie (a pattern that shows up clearly on TV), a comfortably wide-collared shirt of white (or what appeared as white on the home screens) material, and a solid color double-breasted coat whose peaked lapel bore the fresh boutonnier that has become Mr. Swayze's visual trademark just as his closing "That's the story, folks. Glad we could get together" is his oral identification.

Dean as well as fashion-plate of TV's newsmen, Mr. Swayze over the years has perfected a technique of news delivery which permits him to speak straight to (and look straight at) his home audience, with a minimum of his attention given to notes on the news he reports.

This is especially noticeable during his "hopscotch" period which winds up each evening's telecast. As he finishes each news item, its contents apparently absorbed by osmosis for he has not glanced at it, his right hand gracefully takes it from the pile before him and drops it somewhere off-camera to the right while he reads (if that is the word) the next item without taking his eyes from the camera. Whether this is done by phenomenal memory or by some simple back-stage TV technical trick, it's extremely effective for the viewers at home.

* * *

MY HERO

Sat., 7-30-8 p.m. EST on NBC-TV.
Sponsor: Dunhill Cigarettes.
Agency: Biow Co.
Executive Producer: Don Sharpe.
Director: Harold Daniels.
Writers: Robert Cummings and others.
Cast: Robert Cummings, Julie Bishop and John Litel.

A COMEDY SERIES frequently suffers from a generic weakness of plot, and *My Hero* is no exception. The story-line is obvious and often banal, but the program nevertheless manages to provide a carload of chuckles and occasional guffaws.

In fact, *My Hero* is at its best when it borders on the farcical. The program under inspection here included some uproarious scenes in which Robert Cummings, as Robert S. Beanblossom, a real estate salesman with the most charm but the least aggressiveness and the lowest sales record in the office, decided to change his ways.

"Gr-r-r-r-r-r," Mr. Beanblossom growled into his mirror, "I'm gonna be a tiger. Just watch me. G-r-r-r-r-r-r."

But Mr. Beanblossom, who usually is blissfully unaware that people are cold and shrewd in business, occasionally slipped out of his tiger role and went soft. Then, reminding himself that he is not a nice guy but a habitant of the jungle, he turns hard again . . . and vice versa. These alternating moods are a source of excellent low comedy and provide Mr. Cummings with a show case for his talents as a comedian.

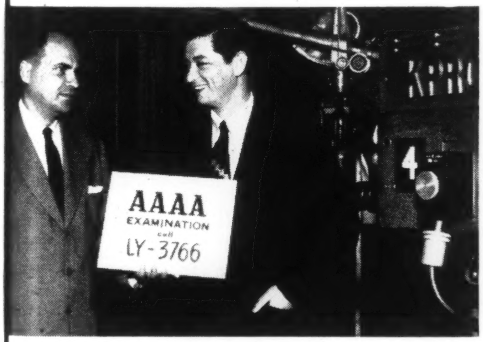
Undoubtedly, the sharp characterizations of the leading players, notably Mr. Cummings, compensate in large measure for the program's paucity of plot. Julie Bishop gives a finished performance as Julie Marshall, the boss' secretary who often surmounts great odds to keep Mr. Beanblossom's job for him. And John Litel lives up well to the stereotype of the boss who is continuously harassed by Mr. Beanblossom's blundering but will not permanently discharge him because he is really a warm-hearted person underneath a cold-blooded exterior.

My Hero is not likely to establish any records for longevity as a television series. But it will provide a pleasant interlude until viewers become tired of the nice-guy-turned-into-tiger theme.

TV NEWSREEL

MENNEN Co. becomes co-sponsor of *Broadway TV Theatre* on WOR-TV New York with contract worked out by (l to r) Warren Wade, station mgr. and exec. prod. of drama series; Ben LaRue, station salesman; Leonard Colson, adv. mgr., Mennen; Basil Matthews, acct. exec., Kenyon & Eckhardt.

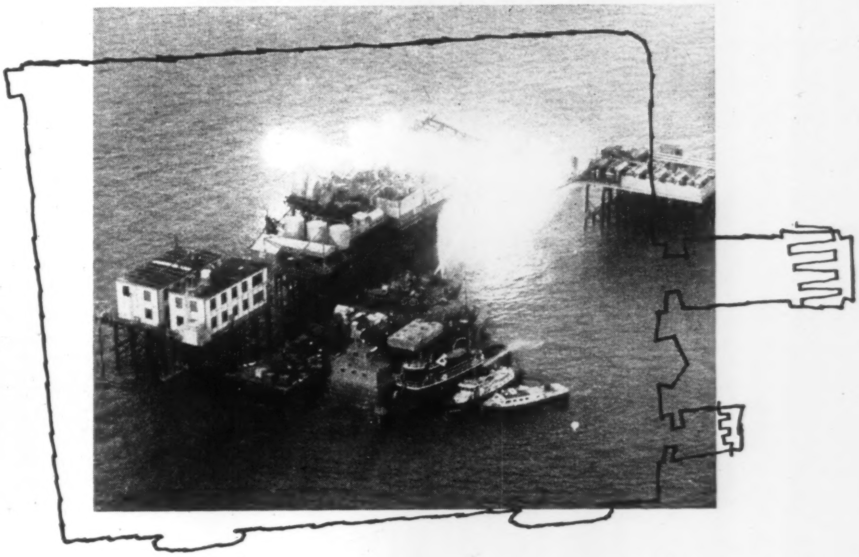
CAKE-CUTTING marks fifth anniversary of WLWT (TV) Cincinnati: L to r: B. C. Barth, adm. asst. in TV; John T. Murphy, v. p. in charge of oper., and Lin Mason, prog. dir.



FOUR A's exams for young persons interested in advertising are promoted on KPRC-TV Houston by (l to r) Robert N. Aylin, Houston chm. of AAAA examinations group and pres. of his own agency and Dick Gottlieb, m. c.

JOE CRANS, (r), mgr.-owner, West Va. Cycle & Supply Co., Huntington, signs contract for 260 live and film spots with Lawrence R. Rogers (l), v.p.-gen. mgr., WSAZ-TV.

ALWAYS FIRST ON THE SCENE!



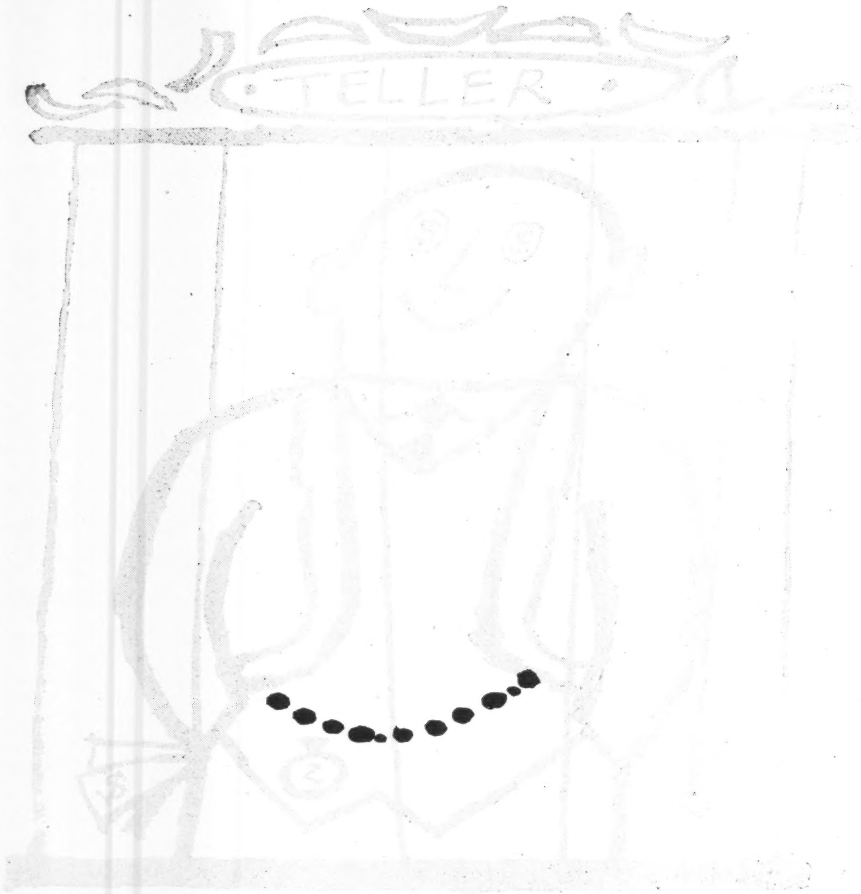
- WDSU-TV — Louisiana's *first* television station—is first in more ways than one!

Our coverage of the recent multi-million dollar Gulf of Mexico fire is a typical example. WDSU-TV was *first* on the scene to report and take pictures of the event. Our "Esso Reporter" not only beat all local opposition to coverage of the fire, but also provided the tv networks with first pictures for national coverage of the big story.

This is another sure-fire indication of our intention to be first on the scene always!

- Write, Wire or Phone BLAIR-TV!

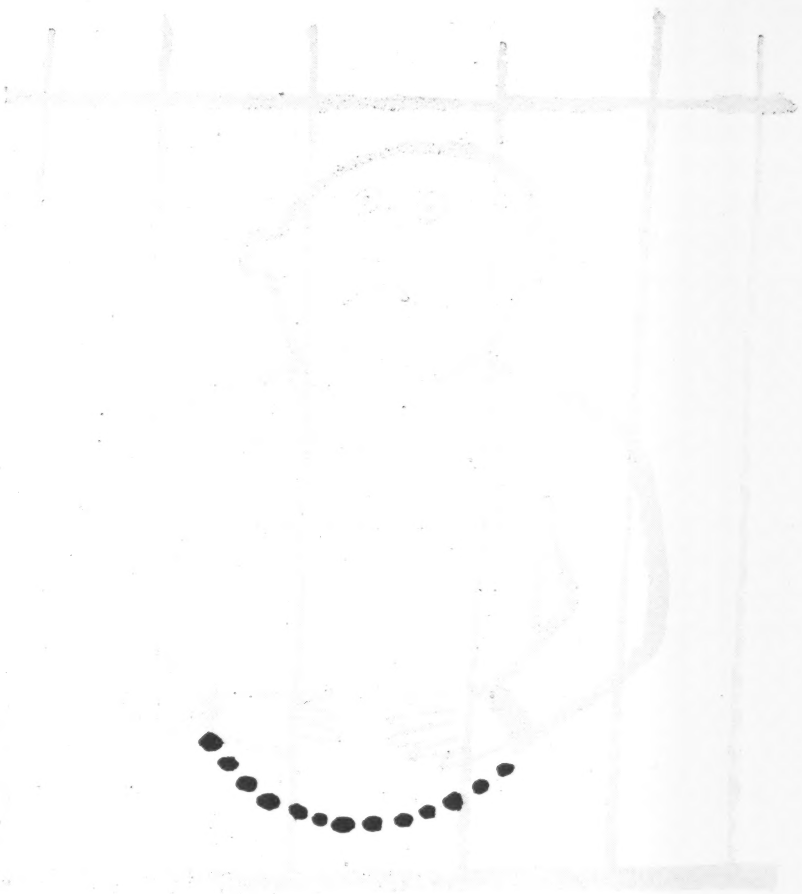
WDSU·TV
CHANNEL 6
NEW ORLEANS



some spots are better

For the best spot, at the right time, at the right place

XUM



er than others

A cashier's cage isn't the only spot loaded with loot—you'll find the *big* money in the 9 television markets represented by NBC Spot Sales.

Advertising on these 9 stations can take you into 11,000,000 TV homes! *That's half the TV homes in the United States, the better half.* Families in these areas are your most prosperous prospects. They earn more, 25% more . . . they spend more, 13% more, than the U. S. average.

If you have a glittering gleam in your eye for dough, call your NBC Spot Television Salesman.

lace

NBC SPOT SALES

30 Rockefeller Plaza, New York 20, N. Y.

Chicago Cleveland Washington San Francisco
Los Angeles Charlotte Atlanta** **Bomar Lowrance Associates*

representing
TELEVISION STATIONS:

WRGB	*Schenectady-Albany-Troy*
WNBT	*New York*
WNBQ	*Chicago*
KNBH	*Los Angeles*
WPTZ	*Philadelphia*
WBZ-TV	*Boston*
WNBK	*Cleveland*
WNBW	*Washington*
KPTV	*Portland, Ore.*

representing
RADIO STATIONS:

KNBC	*San Francisco*
WTAM	*Cleveland*
WRC	*Washington*
WNBC	*New York*
WMAQ	*Chicago*

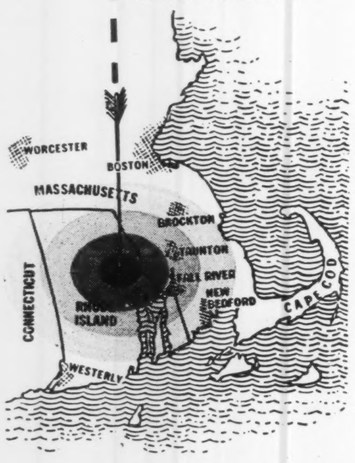
DETROIT PUBLIC LIBRARY

XUM

ALWAYS AIM FOR YOUR PERSISTENT SALESMAN

WJAR-TV
PROVIDENCE

UNDUPLICATED COVERAGE IN 280,000 HOMES WITH PERSISTENT SELLING TO MORE THAN 840,000 PEOPLE . . . IN PROSPEROUS SOUTHERN NEW ENGLAND



Represented Nationally by
Weed Television

our respects

to RICHARD W. SIERK

RICHARD W. SIERK, advertising manager of Ironrite Inc., makers of electric ironing machines, found himself confronted by a problem when television reached its postwar popularity.

"Human nature being what it is, the appliance salesmen were letting people come to them for television sets, not spending much time digging for Ironrite sales," he says. "Dealers and distributors were all wrapped up in their television set business to the extent that white goods were being neglected."

Although Mr. Sierk thinks Ironrite is a top product and says postwar demand was and continues to be great, "I must admit television gave us some anxious moments."

Mr. Sierk found the solution simple by making use of an old axiom: "If you can't lick 'em, join 'em."

"That's just what Ironrite did by putting its advertising on television, so that the same people who had been running to salesmen to write up a television set sale, now came running to the same salesmen to write up an Ironrite sale."

Mr. Sierk and Ironrite entered television "rather quietly" in May 1949 with a series of 12 five-minute films on a dozen stations. The series, *Petticoat Parade,* featured two minutes of entertainment, two more minutes of ironing demonstration with no commercial mention of Ironrite, then "a one-minute payoff commercial."

Prospects Showed Up

The Ironrite people couldn't help but be enthused, Mr. Sierk relates, because prospects started showing up the day after these programs—and buying.

The uninterrupted demonstration formula was retained by Mr. Sierk when Ironrite started planning for expansion in the television medium. "Ideally," he says, "an Ironrite commercial should contain 2½ minutes of uninterrupted demonstration. That could be accomplished with a half-hour show which permitted a brief introduction, the solid middle commercial and a brief payoff at the end."

Thus, in September 1950, Ironrite launched *Hollywood Screen Test* on ABC-TV with a basic list of only eight stations. Today the list is up to 25 and still is increasing as new stations and availabilities open up, Mr. Sierk says.

Mr. Sierk is sold on the live TV commercial: "We chose live commercials because there is so much more credibility in such a demonstration. The viewer knows that on film an ironing operation could be shot and reshot until perfect. We prove with our live commercials that it's really simple to iron anything on an Ironrite. We've even used a nine-year-old girl on the commercial to get across the point."

Sales Figure Cited

The success of Ironrite's method of television advertising is demonstrated, Mr. Sierk would add, by sales figures "that give us as much as 50% of the ironer business in the areas where our TV is running."

Mr. Sierk joined Ironrite in the fall of 1945 after service as an officer with the Army tank destroyers. He had been graduated in 1940 from the U. of Michigan Journalism School, afterward spending a year doing publicity for the National Exchange Club in Toledo before his Army service.

The Ironrite advertising manager was born in 1917 at Warsaw, N. Y. He is married to Virginia Joffa Sierk and the pair have three children, Ricky, 8, Judy, 6, and Barbara, 1.

Mr. Sierk belongs to the AmVets, PTA and the Detroit Sports Guild, but says he is not very active in any because of his extensive travel for Ironrite.

But he "loves sports and will spend every night at Madison Square Garden when in New York if commitments permit."

Mr. Sierk handles all Ironrite's advertising and sales promotion activity with the help of Brooke, Smith, French & Dorrance, New York agency.

Sees Greater Reach

He hopes to see the time when Ironrite's television advertising will reach 95% of the country's people, "rather than the approximately 45% currently reached."

His ambitious plans for Ironrite seem to have been at least partially accomplished: "I once looked forward to administering a million dollar budget. Now it is very close to two million."

Experience

has made KOIN the number 1 radio station in Oregon and Southwest Washington

KOIN
20
YEAR CLUB

The BEST programming "know-how" stems from service and understanding by experienced personnel who are part of the community.

Six out of every 10 members of the KOIN staff have been with the station 10 years or longer. Eleven staff members have served with KOIN more than 20 years.

The average service of the entire KOIN staff is above 11 years.... All this radio experience, the finest in the Pacific Northwest, is yours when you use KOIN. There is no need to take less...when you can have the best.

KOIN
20
YEAR CLUB

This 20-year pin is a symbol of that basic ingredient in successful advertising—"know-how".

KOIN
CBS
RADIO

KOIN

AVERY-KNODEL, Inc.
National Representative

and KOIN FM • Portland, Ore.

CLEVELAND'S *Chief* STATION

WJW

5,000 WATTS—850 K.C.

BASIC ABC NETWORK

REPRESENTED BY H-R REPRESENTATIVES

. . . Still Going

A coffee account, using KGW, increased sales in this area 42 per cent.

FOR SALES RESULTS USE KGW

Economical and efficient medium for covering the mass market.

KGW

on the efficient 620 frequency

PORTLAND, OREGON

REPRESENTED NATIONALLY BY
EDWARD PETRY, INC.
AFFILIATED WITH NBC

OPEN MIKE

Agency Recognition

EDITOR:

There is no publication in the industry closer to me than BROADCASTING-TELECASTING, to which I believe I have been a constant subscriber from the first edition. It is truly representative of the whole cross-section of the industry and it reflects a masterful job of reporting and editorializing.

Charles J. Zeller
Vice President
Director of Radio & Television
Guenther-Bradford & Co.
Chicago

* * *

Before . . .

EDITOR:

. . . Your new magazine is such a complete change from the old that I don't know, frankly, whether I like it or not. It's sort of like having a black haired wife who goes down to the beauty parlor and comes out a cotton top. . . . I'll let you know later. . . .

Alex Keese, Manager
WFAA Dallas

[EDITOR'S NOTE: Above letter was dated Feb. 2.]

. . . and After

EDITOR:

I'm beginning to like your new format. I find it easy to read and it seems to contain more stories and feature articles. So here's my vote for the restyled BROADCASTING • TELECASTING.

Alex Keese, Manager
WFAA Dallas

[EDITOR'S NOTE: Above letter was dated Feb. 20. Mr. Keese was among the minority of readers who reserved judgment on the restyling and who are, the editors are gratified to report, beginning to like the change.]

* * *

Cover Story

EDITOR:

This world is upside down enough without "my bible" falling heir to the despair of the business.

I have just sat down with the Feb. 16 issue of B•T; my desk is reasonably clean; most everyone else in the office is out to lunch; I am ready to lean back and have a casual cigarette and see what words of wisdom I can collect from your current sheet; open up the cover page of the publication and discover that I am looking at the back page and upside down at that.

Being not very bright, I turn the magazine over and see the lovely girl from WHB swinging upside down (if you will do the same you will note this is a very advantageous view); open the back page and discover that I am looking at the front of the magazine right side up.

I am here—where are you?

Eldon Campbell
General Sales Manager
Westinghouse Radio Stations Inc.

[EDITOR'S NOTE: In a quandary. Apparently Mr. Campbell's copy, unique as far as the editors can learn, was bound with the cover on backwards.]

* * *

El Paso Passed Up

EDITOR:

We are amazed that B•T would let John Crandall's article on the future of TV slip through [B•T, Feb. 9]. It does irreparable damage to the omitted markets by planting a seed in the minds of timebuyers that those markets do not merit consideration. It also

Now! From Diamond to Radio

A BIG LEAGUE NAME

A BIG LEAGUE SHOW!

Phil Rizzuto's Sports Caravan

a sparkling 15 minute transcribed radio series

About Phil. Everyone knows him . . . 12 years with the world champion Yankees.

About the Show. A fast-moving 52 quarter-hour sports program for twice-weekly broadcast. 26 weeks beginning mid-April through September, including a free-upon-request separate disc on which Phil will transcribe 5-second personalized lead-ins to commercials.

Production. Each transcription is double-faced, with 2 complete 15-minute shows, open-end for 1-minute commercials: open—middle—close.

Cost. Priced at incredibly low "quick-sale" rates.

For Details . . . Rates or Audition Discs
Write, Wire or Phone

charles michelson, inc.
15 West 47th St., New York 36, N. Y.
Phone: Plaza 7-0695
In Hollywood — BOB REICHENBACH
6533 Hollywood Blvd., Hollywood 28, Calif.
Hollywood 9-4580

BMI "Pin Up" Hit

"YOUR CHEATIN' HEART"

published by
ACUFF-ROSE

RECORDED BY

JONI JAMES . . . . (MGM)
HANK WILLIAMS . . . . (MGM)
FRANKIE LAINE . . (Columbia)
JAN GARBER . . . . (Capitol)

BROADCAST MUSIC, INC.
580 FIFTH AVE., NEW YORK 36
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

completely overlooks the fact that many stations such as KROD-TV, which are omitted, are now operating successfully with the full potential still ahead. El Paso has a tremendous trading area within range of our transmitter. City alone exceeds 140,000 and already more than 17,000 sets are in the area. We have 120,000 friends across the Rio Grande in Juarez and more than 50,000 army personnel not included in census only five miles from our transmitter.

Actually, we serve a greater potential than Crandall requires. We feel certain many other markets overlooked are in similar positions. Since we provide TV service for southern New Mexico and southwest Texas, we feel El Paso is a must for any advertiser wanting national coverage. Feel certain your magazine will want to emphasize that this is only one agency man's opinion and urge you to give full recognition to potential markets not included in his analysis.

Val Lawrence
President & General Manager
KROD-TV El Paso, Tex.

[EDITOR'S NOTE: Far from letting Mr. Crandall's article "slip through," B•T eagerly published it to let its readers know how at least one big agency was thinking about TV. Another article, taking a less restrictive view of TV development, is scheduled for the future.]

* * *

Winter Cheesecake

EDITOR:

I know that during the good old summertime you receive plenty of pictures of bathing beauty contest winners and "cheesecake" in general. However, I am sure the enclosed picture, taken in the middle of winter, is news worthy. It is of Miss Sally Ardrey, our entry in the beauty contest held during the Pageant of Sara De-Sota here last week. It's easy to see why Miss WSPB won over all to become Miss Sarasota of 1953.

John B. Browning
Manager
WSPB
Sarasota, Fla.

* * *

Unsolicited Testimonial

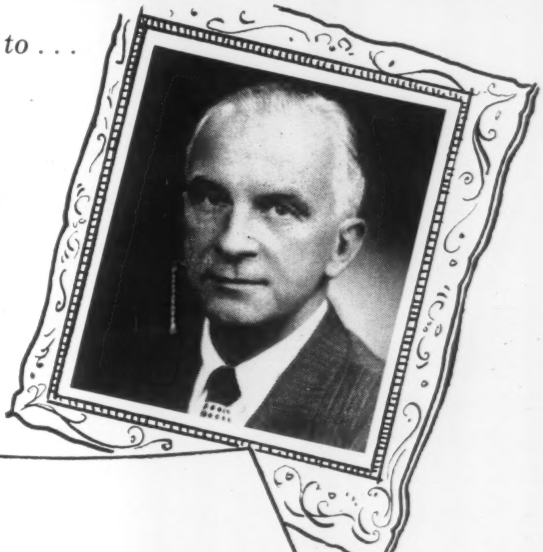
EDITOR:

I was ready to dash off a boquet of roses on my typewriter to the author of that so excellently worded review on *Talent Patrol* [B•T, Jan. 26] when I suddenly realized that quite a number of ex-G.I.'s must feel the same way I did and that "Open Mike" would therefore be swamped with praises . . . To my great surprise all I could find in this week's issue (Feb. 9) was a letter . . . in which the reviewer was called everything from a "frustated ex-PFC" to a "poor man's John Crosby." Judging by the signature and address the writer of the letter must be connected with the Army by several miles of red tape.

I only would like to tell him that if the "product" the Army is "selling" is really all it is

In Which Algy writes to . . .

Mr. Curt Peterson
Vice President
Marschalk & Pratt
New York City



Dere Curt:

Doggone, h'it hardly seems more then yesterday thet we started broadcastin' th' Esso Reporter on WCHS and here it is 14 years later. Time rilly flies but th' Esso Reporter gives folks a good way to keep up with th' times. There's Happy Listenin' on WCHS with 5,000 on 580 jist like there's Happy Motoring with Esso and Uniflo, and there's Happy Business for th' big family of WCHS advertisurs. I guess th' boss has told you thet our 1952 local business was 25.2% bigger then 1951. That's rilly Happy Business and it could happen to WCHS only becus we get results fer advertisurs jist like Esso gets results fer motorists.

Yrs. fer Esso,
Algy

WCHS
580 KC
5000 WATTS
Charleston, W. Va.

Affiliate Columbia Broadcasting System
Nationally Represented by Branham

How Many Medicines In Your Doctor's Kit Came From a *Meat Packing Plant?*

Actually more than 100 medicines, and medical products that your doctor regularly uses in the practice of his profession *get their start* in a meat packing plant.

Among them are ACTH and cortisone for the treatment of arthritis, asthma, rheumatic fever, and other ailments, epinephrine for allergies and certain emergency heart conditions.

Other products include surgical sutures and fibrin foam which control bleeding to make surgery safer.

Many, like insulin for the control of diabetes, can be obtained from *no other source.*

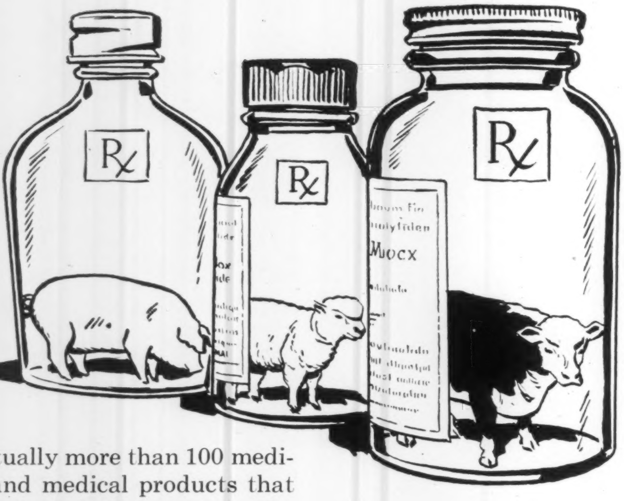
To make these medical products available to your doctor the meat packing companies developed new facilities for saving or processing glands of meat animals, and in "partnership" with the medical profession, promote research for still more life-saving, health restoring medicines.

Perhaps you'd never thought of it before, but doesn't this important service make the meat packer a sort of right-hand-man to your own family doctor?

Did you know

. . . that it takes the pancreas glands from *1,500 cattle* or *7,500 hogs* to make a single ounce of crystallin insulin . . . that there are more than *4,000 individual companies* in the meat packing industry . . . that recovering *everything of value* (as glands for medicines) helps this service industry bring you meat at a *lower service cost* from farm to table than almost any other food?

AMERICAN MEAT INSTITUTE
Headquarters, Chicago • Members throughout the U. S.



said to be, its soldiers would be its best advertisement and recruiting would be no problem. But since this is not so the reviewer of *Talent Patrol* had a right to make some remarks about the "sponsor's product" of which he and myself and thousands of others were dissatisfied "users." . . .

Bill Grant
Clearfield, Utah

* * *

Remote Control

EDITOR:

Your story on our automatic remote control equipment installation at KEAR [B•T, Feb. 2] attracted more than 90 stations requesting copies of our information brochure. We have been forced to set the brochure up in more substantial printed form than the previously planned mimeograph edition, and we would appreciate it if you could advise all who wrote us that there will be a slight delay of about another week before mailings will be completed.

We can handle a limited number of other requests. We asked that postage be included; the amount required to mail it out will be about 30 cents so ask any others to put that much in their request. . . .

S. A. Cisler, President
KEAR San Mateo, Calif.

* * *

Old Grad Roundup

EDITOR:

Since we know of no one in the broadcasting business that does not read BROADCASTING • TELECASTING, we are hoping that your OPEN MIKE can do us a favor.

We are trying to locate our former members of the WSUI staff and would appreciate it if they would write us their present addresses and the addresses of anyone else they know who worked at WSUI at one time. We are celebrating an anniversary this year and are looking for "old grads" in connection with the celebration.

James P. Wehr
Assistant Program Director
WSUI and KSUI (FM)
Iowa State U.
Iowa City, Iowa

* * *

Copyright

EDITOR:

Some of us who have been quite aware of the amendment to the U. S. Copyright Act are, I am sure, more aware of it because of your recent article . . . ["To Broadcast Verse Can Be A Curse", B•T, Feb. 16].

Harvey Olson
Program Manager
WDRC Hartford, Conn.

* * *

Capitol Offense

EDITOR:

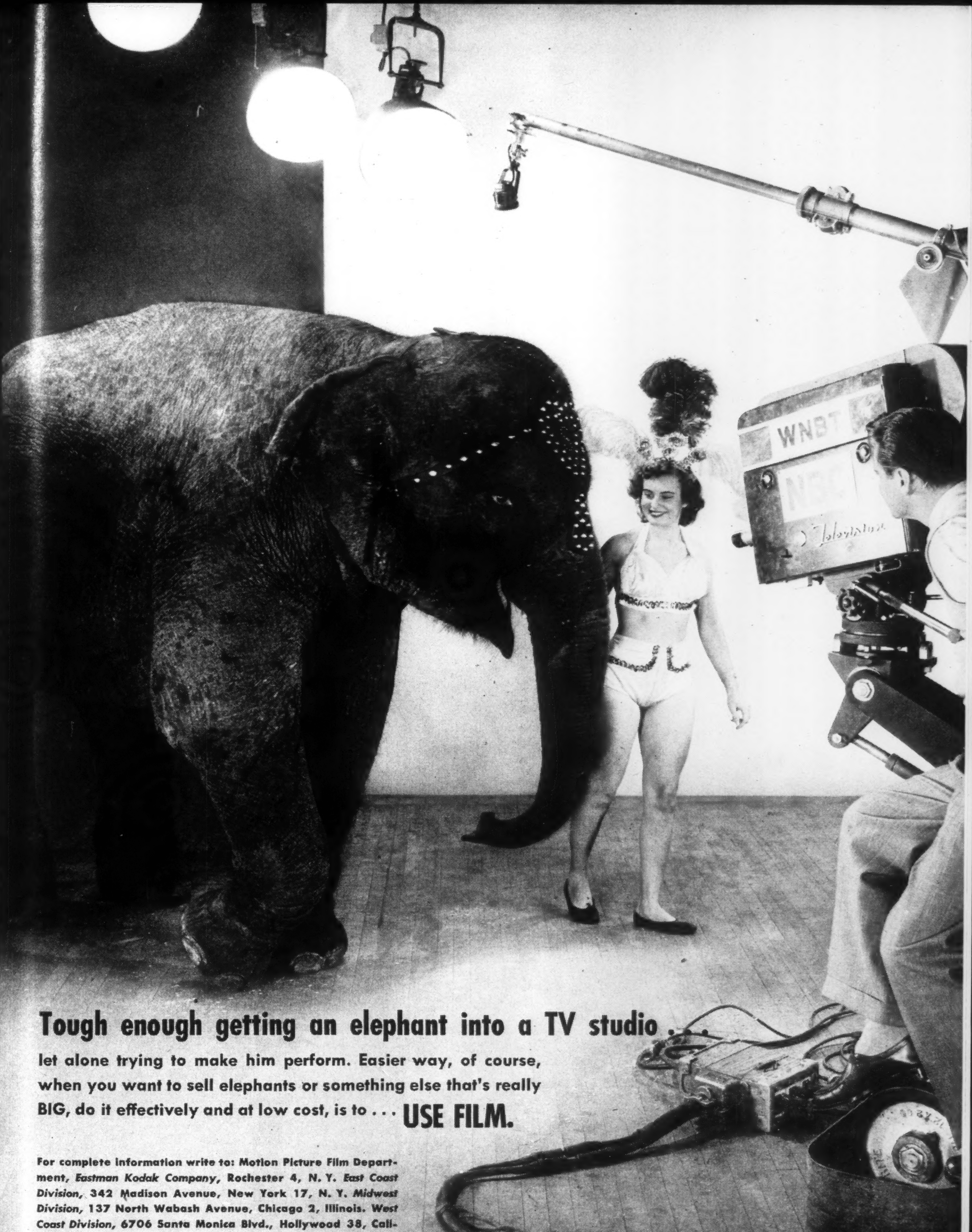
We have followed with interest the controversy over the Capitol Records "rental" plan. The introduction of this plan last year led to the cancellation by WTVB of their library service as a protest.

The Capitol distributor for our area has been . . . telling [stations] that 5000 watt WTVB and WTVB-FM is happily buying records. Please be advised that we are not. (Buying, that is.) . . .

Love RCA, Columbia, Coral, Decca, MGM and the rest—that's where our record tunes come from until Cap gets wise.

E. H. Munn Jr.
Station Director
WTVB-AM-FM Coldwater, Mich.

XUM



Tough enough getting an elephant into a TV studio . . .

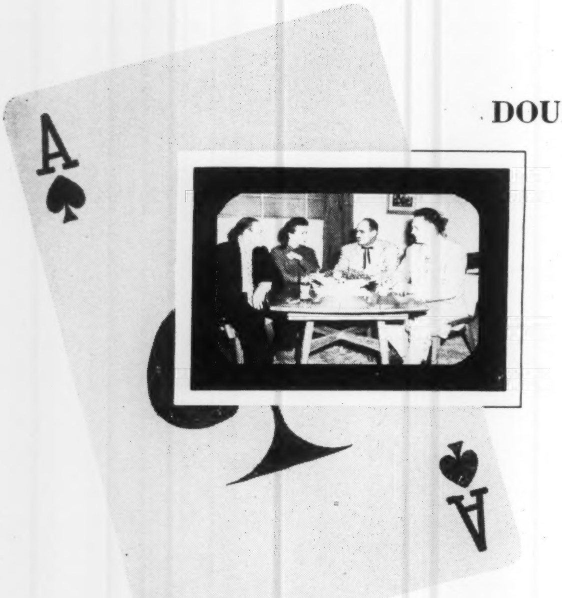
let alone trying to make him perform. Easier way, of course, when you want to sell elephants or something else that's really BIG, do it effectively and at low cost, is to . . . USE FILM.

For complete information write to: Motion Picture Film Department, *Eastman Kodak Company,* Rochester 4, N. Y. *East Coast Division,* 342 Madison Avenue, New York 17, N. Y. *Midwest Division,* 137 North Wabash Avenue, Chicago 2, Illinois. *West Coast Division,* 6706 Santa Monica Blvd., Hollywood 38, California.

XUM

TV Aces... back to back

DOUBLE PLAY

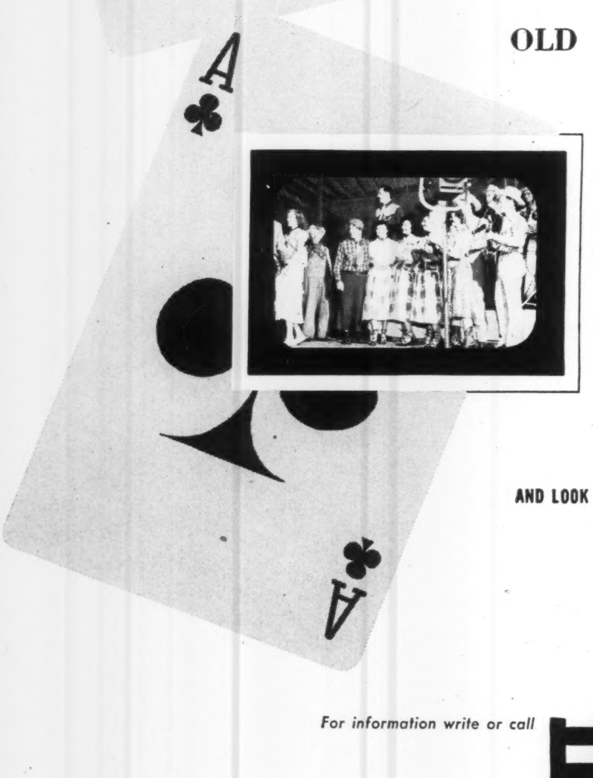


Starring Durocher and Day

NOW... 39 QUARTER HOURS AVAILABLE!

Greatest TV sports pastime . . . "Double Play" with Durocher and Day! This delightfully witty couple entertain outstanding figures in the world of sports . . . Casey Stengel, Bob Waterfield, Bob Feller, Florence Chadwick . . . and many more. They sit and chat right in the Durocher living room, discuss everything from batting averages to the life of a baseball wife. Fans who enjoy this kind of warm, friendly show prove their loyalty *at the sales counter.*

OLD AMERICAN BARN DANCE



Tremendous Appeal at Low Cost

Twenty-six fun-filled half-hours with famous National Barn Dance entertainers. Starring Bill Bailey as emcee, with Pee-Wee King, Tennessee Ernie and many others. The kind of program that regional and local advertisers can be proud to use. Wholesome entertainment that leaves a "pleasant taste" . . . a feeling of the stability and *desirability of the advertiser's product.*

AND LOOK AT THIS "FULL HOUSE" OF SALES WINNERS!

COUNTERPOINT (Rebound)
HEART OF THE CITY (Big Town)
HOLLYWOOD OFF-BEAT
THE CHIMPS
SLEEPY JOE
ROYAL PLAYHOUSE (Fireside Theatre)
STUDIO TELESCRIPTION LIBRARY

For information write or call

UNITED TELEVISION PROGRAMS INC.

New York
444 Madison Avenue — PL 3-4620

Chicago
360 North Michigan — CE 6-0041

Hollywood
140 North La Brea — WE 8-9181

Sam Nathanson

on all accounts

SAM NATHANSON, vice president in charge of sales and distribution for Helen Ainsworth Corp., Beverly Hills, has more than 30 years in different phases of the motion picture industry to give him the experience in showmanship he believes is desperately needed in TV.

Convinced TV entertainment will improve in quality when the sponsor places his confidence in the producer, he believes "the day will come" when producers will prove they are qualified showmen who consistently can incorporate in their productions those elements which guarantee the largest audience potentials.

"When TV was born, the industry was considerably under the influence of men who were technical experts, but unconditioned in showmanship." Now, Mr. Nathanson asserts, "there must be a trend toward personnel who have this flair for producing, selling and promoting their product."

A native of Chicago, educated at Western Institute, that city, and City College in Detroit, he entered show business in 1915.

Moving on to New York, he became stage manager of the play, "Blossom Time." In 1921 he joined Standard Motion Picture Co. in Detroit as a film salesman. Returning to New York, he became affiliated with Producers Distributing Corp.

The next seven years found Mr. Nathanson back in Detroit as city sales manager for Columbia Pictures Corp., after which he was transferred to Los Angeles.

After a period of organizing film distribution companies, he and his son, Stuart, opened a public relations firm and handled publicity on such motion picture productions as "Red Shoes," "Macbeth," "Quartet" and "Cyrano de Bergerac."

Last summer he joined forces with talent agent Helen Ainsworth and now is preparing for stepped-up television activity. Supervising national distribution of *The Adventures of Patches*, half-hour film series, is the first step, and Mr. Nathanson is constantly on the lookout for other products.

Now setting up agency representatives in major cities in Europe and South America, Mr. Nathanson recently completed a coast-to-coast tour establishing distribution offices in this country.

Mr. Nathanson married the former Rae Davis some 30 years ago. Their family consists of son Stuart, a Hollywood children's TV program packager, and a daughter, Gloria, now Mrs. Irving Milberg. The Nathansons make their home in Hollywood where he sometimes indulges in his principal hobby, golf.

WDEF
CHATTANOOGA, TENNESSEE

has more audience, all morning, in Chattanooga than the next two network stations combined!*

WDEF
CHATTANOOGA

1370 KC • ABC
5000 WATTS

CARTER M. PARHAM, Pres. • KEN FLENNIKEN, Gen'l Mgr.

* According to the latest available Hooper study.

Represented by BRANHAM

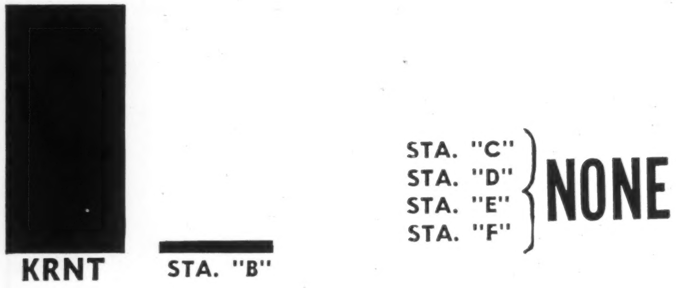
KRNT

CBS

Hoopers HIGHEST In Des Moines!

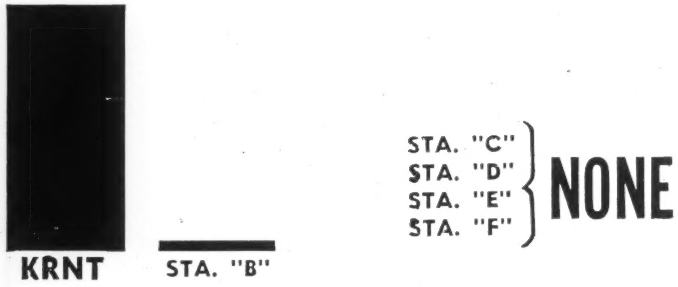
MORNING FIRSTS

KRNT continues its dominance in the morning with 21 firsts (1 tie) out of 22 rated periods, 6:00 a.m. - 12:00 noon.



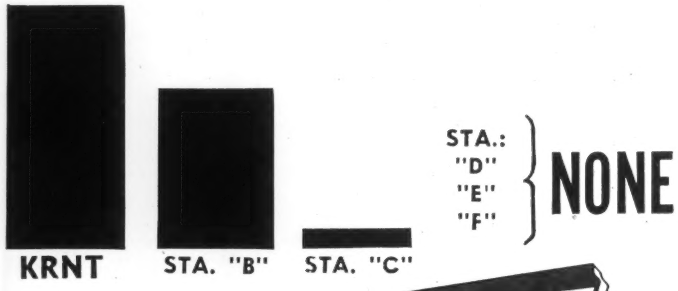
AFTERNOON FIRSTS

KRNT continues its dominance in the afternoon, too! Of the 24 rated periods from noon to 6:00 p.m., KRNT has 23 firsts and 1 second.



EVENING FIRSTS

KRNT continues its dominance in the evening, too! KRNT racks up 37 firsts and 23 seconds out of 63 half-hour evening periods from 6:00 to 10:30 p.m.



- Any KRNT week-day quarter-hour newscast is the highest-rated newscast in Des Moines. Any KRNT personality show is the highest-rated local show. These ratings assure you of the BIG-time buy when you buy KRNT.

Katz Represents That Very Highly Hooperated, Sales Results Premeditated, CBS Affiliated Station In Des Moines

KRNT

DES MOINES . . .

THE
REGISTER
AND
TRIBUNE
STATION

SOURCE: C. E. Hooper Audience Index, City Zone, November 1952

BROADCASTING
TELECASTING

March 2, 1953 · Vol. 44, No. 9

BARTLETT SUGGESTS INTERIM GRANTS FOR COMPETITORS

CBS President Frank Stanton seconds proposal by California TV channel competitor Paul R. Bartlett that the FCC grant interim TV construction permits and licenses to joint trusteeships of competing applicants, with the victor reimbursing the loser for his investment and sharing interim profits after FCC's final award of channel.

REVOLUTIONARY plan for accelerating the spread of TV service across the country by permitting the erection of TV stations before instead of after FCC hearings and their operation on an interim basis until a decision, is proposed in a letter sent last week to all applicants for TV now waiting FCC hearing.

Proposer is Paul R. Bartlett, president and general manager of KFRE Fresno, Calif., for whom the delay caused by competitive applications is no mere academic problem since KFRE and KARM Fresno both have applications on file for a station on vhf Ch. 12 in that city.

Mr. Bartlett's proposed solution for himself and all other competitive applicants is for a combined interim operation.

"It is proposed," he states, "that two or more competing applicants in a community cause a new 'trustee corporation' to be formed for the purpose of obtaining an interim license and operating the station during litigation over final exclusive right to use the channel by one of the applicants."

Stockholders and directors of the "trustee corporation" would include one or more "public members," community-minded citizens with voting power to resolve any disputes arising among the individual applicants, who would jointly finance the interim operation.

Competitors' Agreement

Plan calls for agreement among the competing applicants and the FCC that the Commission waive its multiple application rule for the duration of the interim operation period and for the conclusion of the trustee operation when a final decision as to the licensee is made. At that time the successful applicant would purchase the assets of the trustee corporation so as to repay to the loser his original investment plus his share of any operating profits or minus his share of losses.

Immediate approval of plan was voiced by Frank Stanton, president of CBS, who said:

"The general approach suggested by Paul R. Bartlett represents a significant and constructive suggestion for the solution of one of the most critical problems now facing the FCC, the industry, and the television public. In existing circumstances and under present procedures, large segments of the public are being deprived of television service altogether and equally large segments of the public are being deprived of that choice of programs which is necessary to the health of a competitive industry. As a result, the pressures on the Commissioners and staff of the FCC are enormous and the economies of the broadcasting and manufacturing industries are being unnaturally retarded.

Interim Method

"The interim method suggested by Mr. Bartlett of permitting competing applicants on a temporary basis to join forces so as to put television stations on the air during the many months and years which the Commission must necessarily otherwise consume before it can decide among the competing applicants, would eliminate these difficulties. The plan therefore deserves the most serious and constructive consideration by all those who are interested in the early full maturity of television."

Mr. Bartlett's "general outline" in full text:

The Need

"There are 69 markets of 25,000 population or more without TV stations and where competing applications may prevent the building of new stations for several years. In addition there are 51 communities which now have only one station and cannot normally expect to have another for many months. In the latter group of communities there are three and a half million families with receivers who are confined to one program service.

The Problem

"Despite its establishment of orderly rules of procedure and efforts to speed the handling of applications, the FCC now faces a backlog of some 900 TV applications, many of which will require competitive hearings involving lengthy testimony. Meanwhile public and Congressional pressure is mounting for additional TV service.

Solution

"Some method needs to be found whereby new stations may be built at once and operated on an interim basis pending final FCC decisions as to who the eventual licensee will be. This method must preserve for competing applicants all their legal rights.

Method

"It is proposed that two or more competing applicants in a community cause a new 'trustee corporation' to be formed for the purpose of obtaining an interim license and operating the station during litigation over final exclusive right to use the channel by one of the applicants.

"Participating in the 'trustee corporation' as stockholders and directors would be one or more community-spirited citizens or public members who would have voting power to resolve any conflicts between the competing applicant stockholders in the temporary operation. Capital contributions would be provided jointly.

"In the case of two competing applicants the stock could be held 49% by A and 49% by B, with the public member holding 2% and forming the third man on the directorate of three. The variety of other combinations could be used to suit individual needs.

"Among other things the competing parties would":

A. Ask the FCC for a waiver of the multiple application rule and agree to having a license granted to the "trustee corporation" on an interim basis pending final decision in the hearing between them.

B. Agree that no testimony based on the operation of the station under the trusteeship would be admissable as evidence in the hearing.

C. Agree that the applicant who is finally successful would purchase the assets of the trustee corporation in such a manner as would return to the loser all his original investment plus his share of any operating profits or losses.

D. Agree to employ independent management in the trustee operation.

E. Agree with the FCC that the authorization for the trustee operation would end whenever both competing applicants ceased to prosecute their individual applications, and/or at the time a final decision is made as to who will be the licensee. This would provide for termination of the trusteeship and at the same time prevent the parties from effecting a permanent merger without FCC approval.

Conclusion

"Authorization by the FCC for competing applicants to adopt this basis procedure, or a variation of it, would serve public interest by:

"1. Permitting the almost immediate operation of many new stations in presently unserved or underserved areas.

"2. Preserving for competing applicants all their individual rights to orderly presentation of their cases for eventual full ownership of the station.

"3. Encourage more permanently competitive industry by reducing the tendency of competing applicants to merge permanently in order to avoid costly and protracted delays.

"4. Ending or shortening the present or future monopolies caused by one or two stations operating in a market while lengthy litigation delays use of other frequencies.

"5. End the anomalous situation which sometimes finds the strongest and best qualified applicants in a community unable to provide service because of competitive applications while less well prepared applicants succeed to the use of channels through the fortuitous circumstance of being unopposed."

XUM

REPEATS, DISCOUNTS IN SUMMER PLANS

TV advertisers are making their 1953 summer plans as such things as inducement discounts are dangled before them, along with ideas that include summertime repeats of the past winter's better offerings.

TV networks and advertisers are slowly coming around again to the problem of the summer program. In a cross check of this seasonal action, B•T learned:

The networks are beginning to develop their 1953 policies with respect to "incentive plans" calculated to keep sponsors on the air throughout the summer.

CBS-TV officials reported that their special inducement this year would be comparable to that of last summer, when virtually all CBS-TV sponsors remained on. This year, shows in Class A time periods will be eligible for 30% program rebate during the eight-week period starting July 5 and ending Aug. 29. Last year the rebate was 25%. Officials said that this year, due to overall liberalization of the network's discount policy, no aditional time discount will apply. The incentive plan is available to all currently contracted time periods with network origination in Class A time, plus all new business starting not later than the week of April 5.

NBC-TV Considers

NBC-TV, which offered no special summer inducement concessions last year, currently is considering the question but as yet has come to no final decision, an official reported.

Several advertisers, in another approach to reduce costs, are studying the precedent set last year by *Dragnet* and the *Groucho Marx Show*, wherein the advertisers repeated, as summer fare, the best programs of the winter season.

Dunhill Cigarette is contemplating that formula, in plans calling for six re-issues of its NBC-TV program, *My Hero*, while running a total of twelve summer episodes.

Four Star Playhouse, the Singer Sewing Machine production on CBS-TV; General Electric's *I Married Joan* on NBC-TV, and General Foods *Our Miss Brooks* on CBS-TV are all expected to issue some re-runs of their winter successes. Since all these shows are on film, the production cost involved in the repeats will be negligible.

On the other hand, there is still a fair complement of programs which will give way traditionally to summer replacements.

The great advance of that policy to an agency or advertiser is the opportunity it gives to test new programs which often survive as winter staples. Philip Morris, for example, which this year will replace *I Love Lucy* for the summer, last year mined a winner in *Margie*, the *Lucy* alternate which went on to to become a winter companion-piece to the program it replaced.

Another example of similarly successful testing was the *Mr. Peepers* show which spelled the Ford program during the summer and returned in the winter as the regular offering of the Reynolds Metal Co.

Summer Replacements

Two shows which this year will definitely take on summer replacements are *Mama*, sponsored by General Foods on CBS-TV, and *Red Buttons*, same parent company, same network.

Several shows, it is known, will proceed through the summer without hiatus. Two of these are *My Little Margie* on CBS-TV (Philip Morris) and Pepsi Cola's *Short Short Stories*, also on CBS-TV.

The "no vacation" policy will also obtain generally for the syndicated film productions. The film packagers as a rule negotiate their contracts with the stations on a broad 52 or 39 week basis, with a minimum term of 26 weeks.

One of the large syndicate firms that expressed unconcern with the summer hiatus problem is the Frederic W. Ziv Co. An executive there pointed out that Ziv offers its television programs "on a firm 52 week basis only."

Similarly, Aaron W. Beckwith, sales director of United Television Programs, declared that many advertisers are working on a 52-week basis though the company prescribes a minimum of 26 weeks. He said "There is no such thing as a summer hiatus for us," attributing the increased business activity to new stations coming on the air and to "a continuous education of the advertiser to keep their messages before the public all year round."

Halsey V. Barrett, eastern sales manager for Consolidated Television Sales, noted that most of their contracts are for 39 or 52 weeks and therefore "the summer constitutes no problem for us." He observed that "repeat" showings of films are popular because many new stations have come on the air and a heavy portion of the audience of older stations may not have viewed the show during its first run.

INTENSIVE merchandising plans, including distribution of 100,000 balloons, 45,000 club buttons and 30,000 health and good deed charts, are made by officials of WTOP-TV Washington, which has sold a $250,000 package to Giant Food Dept. Stores. Chain of 26 stores purchased Pick Temple, cowboy-folk singer, on exclusive one-year basis for 1¾ hours, seven days weekly. Heidi bread, a private brand, will be plugged initially. Negotiators include (l to r): Seated, John S. Hayes, president, WTOP Inc.; Richard Wheeler, station salesman; Mr. Temple and his dog, "Lady"; Clarkson Gemmill, Giant advertising director; Robert Maurer, TV director, Henry J. Kaufman Assoc., agency; standing, Lloyd W. Dennis, program director, WTOP Inc.; H. Thomas Tausig, program director, WTOP-TV; Larry Beckerman, producer, of the Temple show, and Morrie D. Schwartz, Mr. Temple's attorney.

N. Y. Area Drug Stores Set Merchandise Plan With WOR

AN extensive merchandising tie-in involving WOR New York and the Pharmaceutical Council of Greater New York, an organization representing more than 4,100 independent drug stores, has been announced jointly by William Crawford, WOR sales manager, and Dominick Forlizzo, president of the Council.

WOR's part in the project will include a 15-minute Monday-through-Friday program, "Tel-lo-test," which will carry institutional announcements as well as commercials promoting the interest of druggists. The station will continue to carry announcements saluting druggists in the area and will schedule interviews with leaders in the drug field.

The council has pledged the cooperation of participating drug stores. They will display WOR-advertised merchandise prominently and make use of merchandising aids. Wholesalers will also assist. Drug Store Advertising Assoc. made arrangements for the tie-in.

Dunhill Plans for Its Cork Tip

DUNHILL king-size cigarette will introduce a new cork-tipped style in addition to its plain tip product, effective March 16 in four key states, California, Texas, Massachusetts, and Ohio. It will go national on April 13.

Intensive radio spot announcements will be used in the four test states. The newest version will also be promoted on Dunhill's NBC-TV program, *My Hero*.

In the last 18 months, Dunhills were intensively promoted in television, newspaper and radio campaigns from coast to coast. As a result, Dunhill executives announced, it has a firm grip on the 85mm market with an impressive sales gain of more than 600%. Biow Co., New York, is agency.

Tea Firm Ups Radio-TV

NATIONAL Tea Co., Chicago's largest retail newspaper food advertiser, last week quadrupled its TV advertising and also added two radio programs to its local station schedules.

Total value of time, talent and production exceeds $600,000 a year, according to C. H. Lilienfeld, vice president, Schwimmer & Scott Inc., agency which handled negotiations. He said increased commitments make the National Food stores "the largest retail sponsor of television and radio in the nation." Firm now will use one hour and 10 minutes of TV daily, Monday through Friday—a one-hour program on Saturday, and a half-hour on Sunday. An intensive schedule of TV spot announcements also was announced.

Brand Names Releases Spots

BRAND Names Foundation released to stations throughout the country yesterday (Sunday) a kit containing two series of radio spot announcements keyed to Brand Names Day, April 15. CBS Radio prepared the announcements.

XUM

L&M Defends Chesterfield Advertising Claims

LIGGETT & Myers Tobacco Co. has denied to the Federal Trade Commission that it has made false claims in its radio and television commercials and other advertising for Chesterfield cigarettes.

In its formal answer, filed by the New York law firm, Simpson, Thacher and Bartlett, the company denies that such slogans under attack as "much milder," "cooler smoking," "no unpleasant after-taste" and claims about nonirritating effects are false. FTC is charging "false, misleading and deceptive" claims and "misrepresentations" in Chesterfield advertising for the second time, the earlier suit in October having been dismissed with an appeal still pending.

Chesterfield attorneys also filed several exhibits of printed advertisements and continuity on broadcast commercials. A tentative hearing has been set for March 24 in New York.

Ad Awards for Women

WOMEN'S Advertising Club of St. Louis is accepting radio and TV nominations until March 15 for the annual Erma Proetz awards, given annually to outstanding women in creative advertising. TV awards will be presented by George M. Burbach, general manager, KSD-AM-TV St. Louis, at a May luncheon meeting in the Hotel Statler that city.

Nominations can be sent to Jean Drewett, Gardner Adv., 915 Olive St., St. Louis, for work done between March 1, 1952 and March 1, 1953. Awards honor Erma Perham Proetz, past president of the St. Louis club and the only woman represented in the Advertising Hall of Fame of the AFA.

John L. Anderson Dies

JOHN LUTHER ANDERSON, 67, retired treasurer of McCann-Erickson, New York, died Feb. 21 at his home in Dobbs Ferry, N. Y., after a long illness. He also was a vice president and director when he retired in 1952 after working with the agency since 1919.

In 1922, he was general assistant to the late A. W. Erickson, and Mr. Anderson became treasurer in 1930.

Surviving is his wife, Mrs. Una Page Anderson.

The Clients' Reactions

METHOD of presenting success stories of sponsored products has been devised by Philip Norman, director of KNX Hollywood *Housewives' Protective League,* and Don Ross, merchandising manager for the station and program. Representatives from four sponsors have transcribed off-the-cuff remarks, telling how the sale of their respective products has been aided by the station's merchandising support.

Participants are Joe Varner, Southern Calif. district manager, Peter Paul Inc.; Lou Casey, L. W. Casey & Co. (manufacturers' representative for Soilax); Doug Riach, district representative, General Foods; and Ed Belford, advertising manager, McDaniel's Markets.

Copies of the transcription have been sent to all CBS Radio Spot Sales offices to be used in demonstrating the KNX-HPL success story.

PEOPLE prominent in the agency field when Paul H. Raymer Co., station representatives, opened for business two decades ago, help the Raymer company celebrate its 20th anniversary party at the Hotel St. Regis in New York last month. All those pictured above, plus Jack Latham, formerly of Young & Rubicam; Wilfred King, J. M. Mathes, and Margaret Jessup, formerly of McCann-Erickson, were at Raymer's 10th anniversary in 1943. Seated (l to r): Linnea Nelson, formerly J. Walter Thompson Co.; Medeleine Vose, Raymer; Elizabeth Black, Joseph Katz Agency; Reggie Schuebel, Wyatt & Schuebel. Standing (l to r): Ned Midgley, Ted Bates; Paul Raymer; Hubbell Robinson Jr., CBS-TV; Fred Brokaw, Raymer; Frank Barton, Lennen & Newell; John Davidson, Davidson & Maddux Assoc., and Ralph McKinnie, Raymer.

Fellows Tells TV Seminar Of Advertising's Role

THE TAXES needed to produce under government operation such spectacles as TV's coverage of the recent political conventions and campaigns would be intolerable, NARTB President Harold E. Fellows told the Third Annual Regional Television Seminar Friday, opening day of a two-day session in Baltimore.

The seminar was held at WAAM (TV) and Johns Hopkins U., Baltimore in cooperation with American U., Johns Hopkins U., U. of North Carolina, Temple U. and the U. S. Office of Education.

Praises Present System

Contending that the government should not own or control public media, Mr. Fellows said he did not believe that unsponsored TV "could hope to perform as magnificently as our present system."

Taking part in a career panel at the seminar were Herbert B. Cahan, WAAM program manager; Jack Harrington, president of Harrington, Righter & Parson; Lester Lewis, Lester Lewis Assoc.; James O. Luce, chief radio-TV timebuyer, J. Walter Thompson Co.; Sig Mickelson, CBS-TV director of news and public affairs; Edward B. Roberts, script editor, *Armstrong Circle Theatre;* Kenneth Tredwell, assistant vice president, WBTV (TV) Charlotte, N. C.; Charles Underhill, ABC's TV program department director.

Judges to Choose 'Lulus'

PANEL of five judges who will select winners in the seventh annual Frances Holmes awards competition, sponsored by Los Angeles Advertising Women Inc., include Frances Corey, publicity-sales promotion director of The May Co.; Kai Jorgensen, executive vice-president, Hixson & Jorgensen Inc., and John K. West, vice president in charge of NBC Western Div. Presentation of "Lulus" will be made April 12 during the awards luncheon at the Hotel Statler, Los Angeles.

Southwest Agency Meet Has Record Attendance

RECORD TURNOUT of 350 agency executives and guests attended the annual convention of the Southwestern Assn. of Advertising Agencies in Fort Worth Feb. 12-14.

Speakers included Rowland Broiles, president of the agency of the same name, who served as general chairman at the meeting; Frederic Gamble, president, American Assn. of Advertising Agencies; Arthur Towell, president of the Madison, Wis., agency of that name, and Dean J. E. McCarthy, College of Commerce, Notre Dame.

Host chairman for station representatives was Joe Evans of Free & Peters, Fort Worth, while Harold Hough, director of WBAP-AM-FM-TV, was host chairman for station and sales managers.

JOHN D. METZGER (r), radio-TV director, Byer & Bowman Agency, Columbus, O., explains fundamentals of conducting a radio-TV campaign to an advertising class at Ohio State U. Discussion followed a class tour of the agency's new offices.

XUM

NEW BUSINESS

Spot

Jordon Sales Co., Phila. (refrigeration equipment), planning TV spot campaign in 30 markets in next four months. Agency: Gresh & Kramer, Phila.

Interstate Bakeries, Kansas City, renews *The Cisco Kid* in 16 markets in Midwest and West for third year.

Seven-Up Bottling Co., L. A. (soft drink), started radio spot announcement campaign on KFWB KLAC Hollywood, KOWL Santa Monica and KWKW Pasadena, for 13 weeks from Feb. 16. Agency: Mogge-Privett Inc., L. A.

Western Air Lines, L. A., started spot announcement campaign, week of Feb. 1 for 13 weeks, on KTTV (TV) KTLA (TV) KNBH (TV) KHJ-TV KLAC-TV and KECA-TV that city. Agency: Buchanan & Co., L. A.

Piel Bros., N. Y. (Piel's light beer), adds two TV programs in New York area: *Sports With Jim McKay* on WCBS-TV, 11:30-15 p.m. Tues., Thurs. and Sat., and *Boxing From Ridgewood Grove* on WJZ-TV, 9-10:30 p.m., Tues. Agency: Young & Rubicam, N. Y.

Haffenreffer & Co., Boston (Pickwick ale and Boylston beer), sponsoring Douglas Fairbanks Jr. half-hour film series on WBZ-TV Boston, WABT-TV Bangor, Me. and WWLP (TV) Springfield, Mass., for 26 weeks. Agency: H. B. Humphrey, Alley & Richards, Boston.

Westinghouse Electric Supply Co., L. A., started *George Putnam and the News* on KTTV (TV) Hollywood, 10 minutes thrice weekly, quarter-hour twice weekly, for 13 weeks from Feb. 9. Firm started 52 weeks' spot announcement campaign Jan. 12 on KMPC KECA KLAC KFWB that city and KBIG Avalon. Agency: Irwin Co., Beverly Hills.

Networks

Household Finance Corp., Chicago, starts *Frank Goss News* on 14 Columbia Pacific Radio Network stations, thrice weekly, 5:45-5:55 p.m. PST, for 34 weeks from tomorrow (Tuesday), Agency Needham, Lewis & Brorby, Chicago.

Chevrolet Motor Div., General Motors, Detroit, starts Dinah Shore on Monday and Friday quarter-hour programs on NBC radio, March 23, in format similar to singing star's twice weekly NBC-TV show for the firm. Agency: Campbell Ewald, Hollywood.

General Products Corp., L. A. (Looz dietary supplement), renews *Stuart Craig Show* on 46 CPRN, Mountain and Arizona stations, Sat., 12:30-12:45 p.m. PST, for 52 weeks from March 7. Agency: Dean Simmons Adv., L. A.

Liggett & Myers, N. Y. (Chesterfield cigarettes), will sponsor *Stork Club*, Sat., 7-7:30 p.m. EST on CBS-TV, effective April 4, every week instead of alternate weeks. Agency: Cunningham & Walsh, N. Y.

Dwight Edwards Co., Vancouver (tea and coffee), started *Tea and Coffee Time* on Feb. 16 for one year on 15 western Canadian Dominion network stations, Mon., Wed. and Fri., 7:30-7:45 p.m. Agency: Ruthrauff & Ryan Inc. Toronto.

Agency Appointments

Aqua Flor, L. A. (tooth decay preventive for home drinking water), appoints Factor-Breyer Inc., that city. TV is being used.

Pearl-Wick Corp., Queens, N. Y. (clothes hampers) appoints Al Paul Lefton Co., Phila.

Joy Hosiery Co., Clifton, N. J., appoints O'Neil, Larson & McMahon, N. Y. Radio-TV will be used.

Guide Lamp Div., General Motors Corp., appoints D. P. Brother & Co., Detroit. Account executive is **Albert C. Cochrane.**

Kleerex Inc., St. Paul, and **Van Patten Pharmaceutical Co.,** Chicago, appoint Frank E. Duggan Adv., Chicago. Radio campaigns are being contemplated.

Colonial Savings & Loan Assn., S. F., appoints Wyckoff & Downard Adv., that city.

National Paper Corp. of Pennsylvania, Ransom, Pa. (Swanee products), appoints Geyer Adv., N. Y.

Stapleton-Spence Packing Co., San Jose, Calif. (dried fruits), appoints Richard N. Meltzer Adv., S. F. **William Callahan** is account executive.

PHILLIP'S Radio & TV Inc., Washington, D. C., applicance chain, signs to co-sponsor Washington Senators baseball games on WWDC, that city, with National Brewing Co., Baltimore. Signing are (l to r), Wolfe Filderman, merchandise manager, and Mike Filderman, vice president of Phillip's; Calvin Griffith, Senators vice president; Phillip Filderman, Phillip's president; Ben Strouse, vice president-general manager, WWDC, and Alvin I. Miller, partner, Cohen & Miller agency, Washington, which placed the business.

Industrial Tape Corp., New Brunswick, N. J. (division of Johnson & Johnson), appoints Young & Rubicam, N. Y., for consumer products advertising, effective March 1.

Segal Lock & Hardware Co., N. Y., appointed James Thomas Chirurg Co., N. Y.

Max Factor & Co., Hollywood (Pan-Cake Make-Up and Creme Puff), appoints Young & Rubicam, that city. **Jack Smock** is account executive.

McDaniel's Markets, L. A. chain, and **Guide Post Stores,** that city (appliance chain), appoint Jimmy Fritz & Assoc., Hollywood. TV is being used.

National Electrical Contractors Assn., Washington, D. C., names New York office of Fuller & Smith & Ross to handle its advertising. The agency has prepared a kit of material for NECA members which includes suggested radio releases.

Allied Tube Corp., Brooklyn and Phila. (toys and juvenile goods), and **Fund-Raiser Products** Co. appoint Adv. Assoc. Agency, Phila.

Monarch Mfg. Works appoints Parkside Adv., Phila.

Eco Engineering Co., (Allachem and Eco pumps) appoints Michener Co., Phila.

Vic Tanny Gyms, L. A. (Southern Calif. chain), appoints Hixson & Jorgensen Inc., that city. **William T. Reedy** is account executive.

Walter N. Boysen Co., Oakland, Calif. (paint), appoints Atherton Adv. Agency, Hollywood. TV will be used.

Ed Fountain Lumber Co., L. A., (lumber), appoints Charles Bowes Adv., that city.

Universal Detergents Inc., Long Beach, Calif. (industrial chemical products), appoints Roger T. Case Assoc., that city.

Mutual Orange Distributors, Redlands, Calif. (fresh fruit), appoints Charles Spruance Adv., San Gabriel. Radio test campaign starts in Portland this month.

Pellissier Dairy Farms, Whittier, Calif. (Michael's cheesecake), appoints L. J. Swain Adv., that city.

R. A. Reed Electric Co., L. A., appoints Boylhart-O'Connor, that city. **George Balsam** is account executive.

Weber-Waukesha Brewing Co., Waukesha, Wis., appoints Richard N. Meltzer Adv., S. F., in 11 western states. **William Callahan** & **Vernon Norris** are account executives.

Max Factor & Co., appoints Doyle, Dane, Bernbach Inc., N. Y., for Max Factor Lipstick and Pan-Stik.

Colonia Inc., N. Y. (toiletries), appoints Weiss & Geller, New York Inc., N. Y.

Sailor Al's Mercury Motors, L. A., (used car dealer), appoints Holzer Co., that city. **Lou Holzer** is account supervisor; **Blanche Renze** and **Fred Eggers** are account executives. Radio-TV will be used.

Miscellaneous

Bozell & Jacobs, Chicago, relocates at 205 N. LaSalle St., same city.

Edw. A. Grossfeld & Staff, Chicago, relocates at 1020 North Rush St.

Marks & Neese Inc., Jackson, Miss., elected to membership in Affiliated Adv. Agencies Network, Madison, Wis.

XUM

WASHINGTON
MONTANA
KXLY—Spokane
KXLK—Great Falls
KXLL—Missoula
KXLJ—Helena
IDAHO
KXLF—Butte
KXL—Portland
KXLQ—Bozeman
OREGON

The XL Stations

The Greatest Single Advertising Medium In The *Fast Growing-Wealthy* Pacific Northwest

THE XL STATIONS KXL—Portland KXLY—Spokane KXLF—Butte KXLK—Great Falls KXLL—Missoula KXLJ—Helena KXLQ—Bozeman

New York 17, N. Y.
347 Madison Avenue
The Walker Company

Hollywood 28, Calif.
6381 Hollywood Blvd.
Pacific Northwest Broadcasters

San Francisco 4, Calif.
79 Post Street
Pacific Northwest Broadcasters

Chicago 1, Illinois
360 North Michigan
The Walker Company

PLUS

The highest Television Station in the Pacific Northwest

KXLY-TV

Atop Mt. Spokane **Elevation 6018 ft.**

KATZ LOGS TYPES IN RADIO AUDIENCE

NEW AUDIENCE measurement concept — total listeners per thousand radio homes, based on sets-in-use and weighted by listeners per set—is used by The Katz Agency, station representatives, in a special study of radio listening patterns just released. Based on Pulse surveys made in January and February, 1952, in 18 major cities, this report shows the number of men, women, teen-agers and children, and total radio listening in 1,000 homes for each of the 18 hours from 6 a.m. to 11 p.m., weekdays, Saturdays and Sundays.

These figures, Katz points out, differ from usual audience composition figures which, as a rule, "are listeners per 100 listening homes with no relation to the number of sets-in-use at any given time." Difference is illustrated by a hypothetical example where, at 6 a.m., with 10% sets-in-use, there were 80 men listeners per 100 listening homes and 80 per 1,000 radio homes, while at 6 p.m., with 20% sets-in-use, there were 45 men listeners per 100 listening homes, but 90 per 1,000 radio homes.

Katz data reveals that 8 p.m. is the hour when the largest number of individuals (517) per thousand homes listened to the radio. On weekdays, most male listeners (195) were counted at 9 p.m., most women (276) at 10 a.m., and most youngsters (87) at 6 and 7 p.m. None of the components reached its peak at the same hour as the total. Tabulations also show there are more women listeners than men every one of the 18 hours.

CBS Radio Tops Nielsen For Week of Jan. 18-24

CBS Radio made a clean sweep of the top 10 evening once-a-week network radio shows in number of radio homes reached for the week of Jan. 18-24, according to A. C. Nielsen figures. The Inaugural ceremonies presented by ABC, NBC and CBS took the three top weekday spots in the Nielsen report, while CBS shows comprised the seven remaining spots on the list.

The listings:

Rank	Program	Homes Reached (000)
	EVENING, ONCE-A-WEEK (Average for All Programs)	(2,775)
1	Jack Benny (CBS)	7,027
2	Amos 'n' Andy (CBS)	6,311
3	Charlie McCarthy Show (CBS)	6,311
4	Our Miss Brooks (CBS)	5,236
5	Lux Radio Theatre (CBS)	4,789
6	My Little Margie (CBS)	4,610
7	People Are Funny (CBS)	4,341
8	Suspense (CBS)	4,252
9	Arthur Godfrey's Scouts (CBS)	4,073
10	Gangbusters (CBS)	4,028
	EVENING, MULTI-WEEKLY (Average for All Programs)	(1,477)
1	Lone Ranger (ABC)	2,641
2	One Man's Family (NBC)	2,506
3	Lowell Thomas (CBS)	2,462
	WEEKDAY (Average for All Programs)	(2,014)
1	Inaugural Ceremonies (ABC)	5,192
2	Inaugural Ceremonies (NBC)	4,744
3	Inaugural Ceremonies (CBS)	4,431
4	Romance of Helen Trent (CBS)	3,536
5	Our Gal, Sunday (CBS)	3,491
6	Aunt Jenny (CBS)	3,357
7	Wendy Warren and the News (CBS)	3,312
8	Arthur Godfrey (Liggett & Meyer) (CBS)	3,267
9	Ma Perkins (CBS)	3,178
10	Arthur Godfrey (Toni) (CBS)	3,133
	DAY, SUNDAY (Average for All Programs)	(1,298)
1	True Detective Mysteries (MBS)	3,401
2	Shadow, The (Sylvania) (MBS)	2,775
3	Shadow, The (Wildroot) (MBS)	2,327
	DAY, SATURDAY (Average for All Programs)	(1,835)
1	Theatre of Today (CBS)	3,804
2	Stars Over Hollywood (CBS)	3,178
3	Fun For All (CBS)	2,999

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, Average Audience basis is used.

Copyright 1953 by A. C. Nielsen Company

Does the Jingle Jangle?

MOST effective TV commercials are those which, not surprisingly, are best liked, according to a study of the Columbus, Ohio, area by Dr. Kenneth Dameron, professor of business organization at Ohio State U.

Analyzing why viewers like commercials, Dr. Dameron said 37.46% like them because they are "cute, clever, entertaining," 20.12% "like announcer(s)," 11.15% "musical approach," 8.67% "unique, different," 8.05% "convincing sales approach," 8.05% "informative," 7.74% like "humorous, cartoon-type (animated)" commercials and 7.12% like "integrated or incorporated form" of commercial.

Reasons commercials are disliked, Dr. Dameron reported, are: 23.47% "dislike announcers," 20.66% "bad taste," 16.43% "too lengthy," 13.15% "too repetitious," 11.27% "irritating," 9.39% "foolish and/or false claims" and 7.98% "uninteresting, boring."

BAB Study Points Up Daytime Serial Impact

EFFECTIVENESS of the daytime radio serial drama as an advertising vehicle when used on a regular, continuous basis is pointed up in a new BAB presentation distributed last week to members, advertisers and advertising agencies.

Entitled "The Cumulative Audience of 'Soap Operas,'" the report stressed that "nearly one-half of all American families listen to a radio daytime serial drama some time during the week." Another significant conclusion of the study was that a single average radio soap opera, or adjacent announcement series, enables an advertiser to reach one-fifth of all families in the market on the average of six times in less than a month.

The report is the third in a continuing BAB series on cumulative, unduplicated audiences reached over a period of time by various types of announcements and program schedules. It was developed from data supplied by Audimeter reports of A. C. Nielsen Co.

Experimental News Show

AN experimental television news program, which will attempt to study and report on the effects of news events on average persons, will be launched shortly by WPIX (TV) New York in cooperation with the Columbia U. Graduate School of Journalism.

The station reported *News-o-rama* will be presented Mondays for 12 weeks as a public service. Arrangements were worked out by Walter Engels, WPIX (TV) news director, and Prof. John Foster of the School of Journalism.

Dean Carl W. Ackerman of the School of Journalism called the project "a significant development in journalism."

N.Y. RADIO UP 4% FROM 1947—WOR

America's largest market has over one million radio-only families, WOR tells in its newest report.

NEW YORK, long billed as the nation's largest TV market, also is the largest non-television market in the nation, WOR New York reported last week in a research report on "Non-TV New York." Radio listening in the area's non-TV homes is 4% higher now than it was five years ago, the report noted.

Based on Pulse data and covering the 23-county area comprising the New York television market, the study put the number of radio-only families at 1,080,400, which exceeds the total family population of any other market except Chicago, Los Angeles, Philadelphia and Boston.

The New York radio-only total also exceeds the number of TV families in all but four television markets (New York, Los Angeles, Chicago, Philadelphia), and is "bigger than the top 16 markets combined which are now without television service."

Radio-Only Families Up

Since 1947, when TV penetration in New York was about 2%, average sets-in-use among radio-only families has increased from 23.5% to 24.4%, which represents an all-day average of 263,620 families, the report showed. There are only nine cities in the U. S. with a family population exceeding the average quarter-hour listening audience in non-TV New York, it showed.

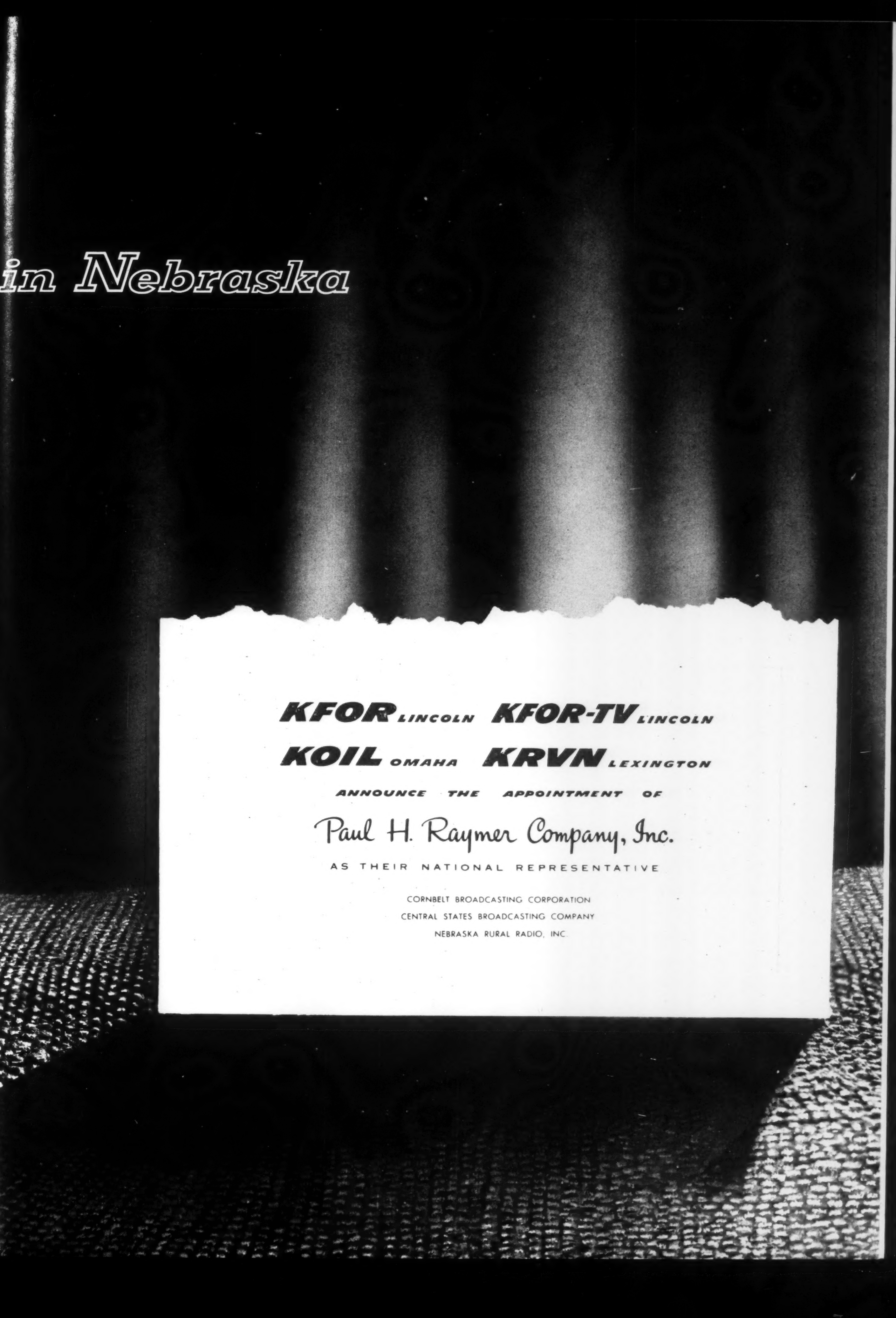
Morning radio listening by radio-only families is up 30%, compared with 1947 figures for all families, and the afternoon figure is up 21%. Nighttime listening between 6 and 8 p.m. is down 4% and, between 8 p.m. and midnight, is down 22%. Even with this 22% decline, however, sets-in-use (24.9) still top the daytime average (24.4).

Sportscasts on Upgrade Among Canadian Viewers

WHILE sets-in-use dropped to 77.8 during the first week of February in the Toronto area from a January high of 82.2, the bulk of TV viewers tuned to WBEN-TV Buffalo according to rating of Elliott-Haynes Ltd., Toronto. In Montreal, the report shows, sets-in-use continue to rise because of increasing popularity of sportscasts to French and English language groups.

Sports Top List

Most popular programs on the Toronto and Montreal CBC-TV stations are sports. At Toronto, *NHL Hockey* received a rating of 58 in the Elliott-Haynes report, followed by *The Big Revue*, 29; *Wrestling*, 27.8; *March of Time*, 27.1, and *Now's Your Chance*, 25.2. Montreal's most popular programs were *NHL Hockey* 72.5, followed by *Wrestling*, 66; *Basketball*, 57.9; *Studio One*, 55, and *Le Nez de Cleopatre*, 55.



in Nebraska

KFOR LINCOLN **KFOR-TV** LINCOLN

KOIL OMAHA **KRVN** LEXINGTON

ANNOUNCE THE APPOINTMENT OF

Paul H. Raymer Company, Inc.

AS THEIR NATIONAL REPRESENTATIVE

CORNBELT BROADCASTING CORPORATION
CENTRAL STATES BROADCASTING COMPANY
NEBRASKA RURAL RADIO, INC.

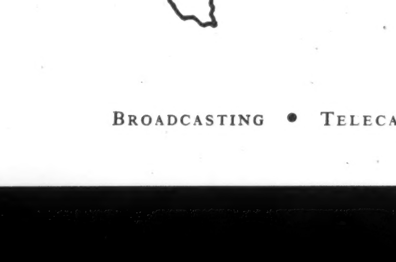
KGNC-TV

CHANNEL 4 • 100 KW • E.R.P.
AMARILLO, TEXAS

ON THE AIR MARCH 18, 1953

HIGHEST PER CAPITA RETAIL SALES IN THE UNITED STATES

REPRESENTED NATIONALLY BY **THE O. L. TAYLOR CO.**



NBC • DUMONT

Truman's Farewell

FORMER President Truman's farewell address Jan. 15 on all TV networks was seen by 16,974,000 viewers, the American Research Bureau reports. His address was aired in nearly 7½ million homes, on nearly one-half of all sets in areas where the program was available and in more than one-third of all TV set homes in the U. S.

The only previous Truman address rated by ARB was that given March 6, 1952, when a one-half hour speech on all four networks gained an audience of 8,880,000 representing viewers in 3,700,000 homes. At that time, this figure was less than one-fourth the total TV homes and was slightly more than 29% of all sets in areas where the telecast was available.

Compared to other January telecasts, Mr. Truman was sixth in rating and 11th in total number of homes reached, ARB reported.

Movie-Going Is Declining Among N. Y. TV Set Owners

TV OWNERS in the New York area are seeing fewer movies than they did a year ago, and are more willing now to support subscription television to see first-run movies at home. These reports were issued last week by Advertest Research, New Brunswick, N. J.

Latest analysis of "The Television Audience of Today" shows that only 45% of viewers queried in January of this year had gone to a movie "in the past month," while the figure was 64% the year before. This year, 55.8% of the respondents said their movie attendance had decreased since getting a TV set, compared with 35.7% in 1952; and 30.2% said there was no change in movie-going, contrasted with 62.3% the previous year.

Another January survey among 750 TV owners disclosed that 52% would be willing to pay to see a first-run motion picture at home, while only 34% said they would a year earlier, according to Advertest. In 1952, the average family was willing to pay 60 cents per picture; in 1953, 51 cents. Results are based on personal interviews.

TELESTATUS®

Weekly TV Set Summary—March 2, 1953—TELECASTING SURVEY

City	Outlets on Air	Sets in Area
Albuquerque	KOB-TV	24,934
Ames	WOI-TV	125,032
Atlanta	WAGA-TV, WSB-TV, WLTV	215,000
Atlantic City	WFPG-TV	5,500
Austin	KTBC-TV	20,459
Baltimore	WAAM, WBAL, WMAR-TV	460,684
Bangor	WABI-TV	14,240
Baton Rouge	WAFB-TV	....
Binghamton	WNBF-TV	101,450
Birmingham	WAFM-TV, WBRC-TV	150,000
Bloomington	WTTV	221,800
Boston	WBZ-TV, WNAC-TV	1,015,445
Buffalo	WBEN-TV	328,419
Charlotte	WBTV	299,617
Chicago	WBBM-TV, WBKB (TV), WGN-TV, WNBQ	1,316,491
Cincinnati	WCPO-TV, WKRC-TV, WLWT	402,000
Cleveland	WEWS, WNBK, WXEL	711,245
Colorado Springs	KKTV	14,500
Columbus	WNBS-TV, WLWC, WTVN	279,000
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	233,079
Davenport	WOC-TV	169,000
Quad Cities Include Davenport, Moline, Rock Is., E. Moline		
Dayton	WHIO-TV, WLWD	272,000
Denver	KFEL-TV, KBTV	117,299
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	817,000
El Paso	KROD-TV, KTSM-TV	17,250
Erie	WICU	184,680
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	233,079
Grand Rapids	WOOD-TV	223,961
Greensboro	WFMY-TV	152,417
Honolulu	KGMB-TV, KONA	12,386
Houston	KPRC-TV	232,000
Huntington-Charleston	WSAZ-TV	175,117
Indianapolis	WFMB-TV	327,000
Jackson	WJTV	....
Jacksonville	WMBR-TV	101,000
Johnstown	WJAC-TV	599,215
Kalamazoo	WKZO-TV	241,832
Kansas City	WDAF-TV	271,890
Lancaster	WGAL-TV	204,774
Lansing	WJIM-TV	168,395
Lincoln	KOLN-TV	....
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH, KTLA, KNXT, KTTV	1,515,495
Louisville	WAVE-TV, WHAS-TV	226,915
Lubbock, Tex.	KDUB-TV	18,753
Lynchburg	WLVA-TV	40,500
Matamoros (Mexico), Brownsville, Tex.	XELD-TV	27,300
Memphis	WMCT	186,037
Miami	WTVJ	169,900
Milwaukee	WTMJ-TV	407,830
Minn.-St. Paul	KSTP-TV, WCCO-TV	354,000
Mobile	WALA-TV, WKAB-TV	....
Nashville	WSM-TV	102,938
New Britain	WKNB-TV	....
New Haven	WNHC-TV	340,000
New Orleans	WDSU-TV	165,358
New York-Newark	WABC-TV, WABD, WCBS-TV, WNBT, WOR-TV, WPIX, WATV	3,230,000
Norfolk-Portsmouth-Newport News	WTAR-TV	157,340
Oklahoma City	WKY-TV	193,700
Omaha	KMTV, WOW-TV	173,917
Peoria	WEEK-TV	....
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,200,318
Phoenix	KPHO-TV	67,400
Pittsburgh	WDTV	552,000
Portland, Ore.	KPTV	64,846
Providence	WJAR-TV	275,000
Pueblo	KDZA-TV	13,000
Reading	WHUM-TV	....
Richmond	WTVR	160,427
Roanoke	WSLS-TV	44,300
Rochester	WHAM-TV	176,000
Rock Island	WHBF-TV	169,000
Quad Cities Include Davenport, Moline, Rock Is., E. Moline		
Salt Lake City	KDYL-TV, KSL-TV	117,750
San Antonio	KEYL, WOAL-TV	129,399
San Diego	KFMB-TV	170,650
San Francisco	KGO-TV, KPIX, KRON-TV	510,000
Schenectady-Albany-Troy	WRGB	256,350
Seattle	KING-TV	232,700
South Bend	WSBT-TV	20,000
Spokane	KHQ-TV, KXLY-TV	18,319
St. Louis	KSD-TV	480,000
Syracuse	WHEN, WSYR-TV	214,067
Toledo	WSPD-TV	223,000
Tucson	KOPO-TV	....
Tulsa	KOTV	138,050
Utica-Rome	WKTV	87,500
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	425,983
Wilkes-Barre	WBRE-TV	....
Wilmington	WDEL-TV	130,424
York	WSBA-TV	21,000
Youngstown	WKBN-TV	....

Total Stations on Air 139* Total Markets on Air 89* Total Sets in Use 21,535,215

* Includes XELD-TV Matamoros, Mexico

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

FUSTEST WITH THE MOSTEST

...that's Florida's WTVJ

Where These National Spot Advertisers Sell Their Products Through DAYTIME TELEVISION

American Cyanamid Co.
American Chicle Co.
Armour & Company
Atlantis Sales
Avoset
B. C. Headache Powders
B. F. Trappey & Sons
B. T. Babbit Company
Best Foods
Blue Plate Foods
Brown & Williamson
Burnett's Instant Pudding
Butoni Products
Calgon
Cat's Paw
Cities Service
Copeland Sausage Co.
R. B. Davis Company
Doanes Pills
Drackett Company
Eastco
Ella Bashe
Elroy Naval Stores
Fuchs Baking Co.
General Foods
Gordon Potato Chips
Helena Rubenstein Cosmetics
Hudson Paper & Pulp Co.
Keebler & Wyl Baking Co.
Kellogg Company
Klix Dog Candy
Kretschmer Wheat Germ Health Foods
Land O'Lakes Creameries
McCormick & Co. Spices
Miles Laboratories
Norris Candies
Northern Paper Mills
Nylast
Oakite
Proctor & Gamble
Pillsbury
Plough, Inc.
Pream
Quaker Oats
Rapidol
Revlon Products
Reynolds Metals
Royal Desserts
Shell Petroleum Products
S.O.S. Company
Standard Brands
Swansdown Company
Swift & Company
TV Time Popcorn
Ullman Company
Uncle Ben's Rice
Van Camp
V. Viviano Brothers
Whirlwin Indoor Antennas
Wilson & Company

It's an amazing South Florida Sales Story. Call Your Free and Peters Colonel Today.

CHANNEL 4 WTVJ MIAMI

$2 Million Damages Asked For Films' Release to TV

PRODUCERS of eight theatrical motion pictures last week filed a $2 million damage suit in Los Angeles Superior Court against seven distribution companies, charging inadequate distribution and "wrongful" assignment of their product to television, and requesting a preliminary injunction to prevent their films' release to the medium.

Named in the damage suit are Chesapeake Industries (formerly Pathe Industries), United Artists, Eagle Lion Classics, Eagle Lion Films, Pictorial Films, Motion Pictures for Television and Motion Pictures Unlimited. Also named, but not for damages, were Bank of Manhattan Co., KTTV (TV) KLAC-TV Los Angeles, NBC, CBS and several individuals.

The suit was brought jointly by Equity Pictures Inc., Equity Films Inc., Orbit Productions Inc. and Orbit Pictures, and charges the defendants with laxity in distributing the eight feature films and with discrimination against them in favor of other movies.

Equity Pictures Inc. in mid-January [B•T, Jan. 19] obtained a preliminary injunction restraining the same distributors from releasing the feature film, "Shed No Tears," to TV.

ABC-TV-Guild Films Sign For New Network Series

GUILD Films Co. and ABC-TV have signed for the exclusive use of *Lash of the West* film series on ABC-TV, effective immediately, Reuben Kaufman, Guild president, announced Wednesday.

Transaction represents a departure for the company, Mr. Kaufman noted, because it previously had operated exclusively in the syndicate field. Under contract terms, the quarter-hour Western series will become an exclusive ABC-TV program and will not be syndicated until the network has completed its scheduling. *Lash of the West* will be expanded from its present 13 episodes to a total of 91.

Film Sales

Frank Wisbar Productions, Hollywood, will start shooting a new block of 44 half-hour films for NBC-TV's *Fireside Theatre*, March 23, for **Procter & Gamble Co.** **(Duz, Crisco, Ivory).** The contract for 1953-54 season was signed for a reported $1,350,000. Agency is **Compton Adv. Inc.,** New York.

* * *

Lewis Food Co., Los Angeles (Dr. Ross Dog & Cat Food), has started a weekly half-hour filmed series, *Hank McCune Show*, on **KLAC-TV** Hollywood and **KRON-TV** San Francisco, for 13 weeks from Feb. 26. The series, filmed by **Video Pictures Inc.,** Hollywood, also is sponsored by Lewis Food Co. on **KPTV (TV)** Portland, **KPHO-TV** Phoenix and **KING-TV** Seattle with more stations to be scheduled. Agency is **Rockett-Lauritzen,** Los Angeles.

Availabilities

Monsanto Chemical Co., St. Louis, has announced the availability of a new film on synthetic chemical soil conditioners. The film, "Garden Wise," is a sequel to "Soil Structure: Key to Productivity," an earlier motion picture on the soil conditioner. Prints of "Garden Wise" may be obtained from Monsanto's Merchandising Division.

* * *

Cecil B. DeMille's "The King of Kings," famed silent movie, is being offered for TV use on commercial or sustaining basis during the current Lenten season (through April 5) by **Cinema Corp. of America**, Paterson, N. J., which reserves the right of approval of sponsor and any film editing. Running time: 115 minutes. Sound track consists of music and sound effects, no dialogue. Both 16 mm and 35 mm prints are available, the company said.

* * *

Young Men's Christian Assn. is making available to TV stations a half-hour dramatic-documentary motion picture, "My Son's Dad," which sums up contributions of the Y to good citizenship. It was produced for the Y by **March of Time** with **Jack Glenn** as writer, producer and director. The film is obtainable at local YMCA branches.

* * *

Educational Film Sales Dept., University Extension, U. of California, Los Angeles, announces the availability of *Shakespeare's Theatre: The Globe Playhouse*, narrated by **Ronald Colman.** The film visually describes the Globe Playhouse, and shows how the stage was used in the presentation of some of Shakespeare's plays and includes excerpts from some of his plays.

* * *

William E. Jordan and **Margaret R. Jordan** wrote and directed the film, which was produced by the Motion Picture Div., Dept. of Theatre Arts, U. C. L. A.

SCROLL goes to WDSU-TV New Orleans from the city marking "March of Time Day" and urging citizens to watch the *March of Time* video series. L to r, Frank Shea, *March of Time* representative; Robert D. Swezey, executive vice president, and Edgar B. Stern Jr., president, WDSU Broadcasting Co.; Mayor DeLesseps S. Morrison, and George Gill, advertising director, Miller Brewing Co., which sponsors the film series on WDSU-TV.

Production

Frank Ferrin Co., now shooting at Telepix Studios, Hollywood, is producing eight more half-hour programs for CBS-TV's *Smilin' Ed's Gang*, sponsored by **Brown Shoe Co.,** St. Louis, for the past four years. Being incorporated into the new films are 80,000 feet of color footage, shot in India by **Ellis Dungan.**

* * *

Bing Crosby Enterprises, Culver City, is producing 26 half-hour films for *Crown Theatre* series, set for April release by **CBS-TV Film Sales.** **Gloria Swanson** will introduce films, starring in four of them.

* * *

Screen Gems Inc., Hollywood, for first time is in simultaneous production on two half-hour programs for NBC-TV's *Ford Theatre*. **Edmond O'Brien** stars in "To Any Soldier," produced by **Irving Starr** for release Easter week. **Merle Oberon** stars in "Allison, Ltd.," produced and directed by Mr. Starr and **James Nielson,** respectively.

* * *

Norman and **Irving Pincus,** producers of *Ellery Queen* TV film series, telecast until recently on ABC-TV live from New York, are in Hollywood to produce a pilot film for the film series. Production starts today (Monday) at Hal Roach Studios, Culver City.

* * *

Stanley Murphy, Hollywood, has acquired TV film rights to the syndicated comic strip, "Dixie Dugan," from creator-owner **J. D. McEvoy.** Script assignments have been given to **Fred Freiberger and William Tunberg,** motion picture writers, and a half-hour film series will go into production shortly.

* * *

Filmcraft Productions, Hollywood, is completing two one-minute TV film announcements, starring **Groucho Marx,** for Los Angeles County Heart Assn. and Sister Kenny Foundation.

Random Shots

Report analyzing the total audience potential available to sponsors of industrial, advertising or institutional films can be obtained on request from **Dynamic Films Inc.,** New York. Of special interest is an entire section on television, giving facts on the actual dollar value of sponsored films that qualify for TV time.

Paramount Pictures, pleased with successful use of TV film trailers to exploit its new feature film release, "Road to Bali," is in production on one 20-second and two 60-second spots for "Come Back, Little Sheba" and "The Stooge." Four to six 20-second spots are being filmed for "The Stars Are Singing," "Off Limits," "Pony Express" and "War of the Worlds," under direction of **Phil Pemberton,** trailer department head.

* * *

Jerry Layton Productions, New York, radio and TV program productions, has changed firm name to **Wilbur Stark-Jerry Layton Inc.,** and has moved offices to 4 West 58th St., New York 19.

* * *

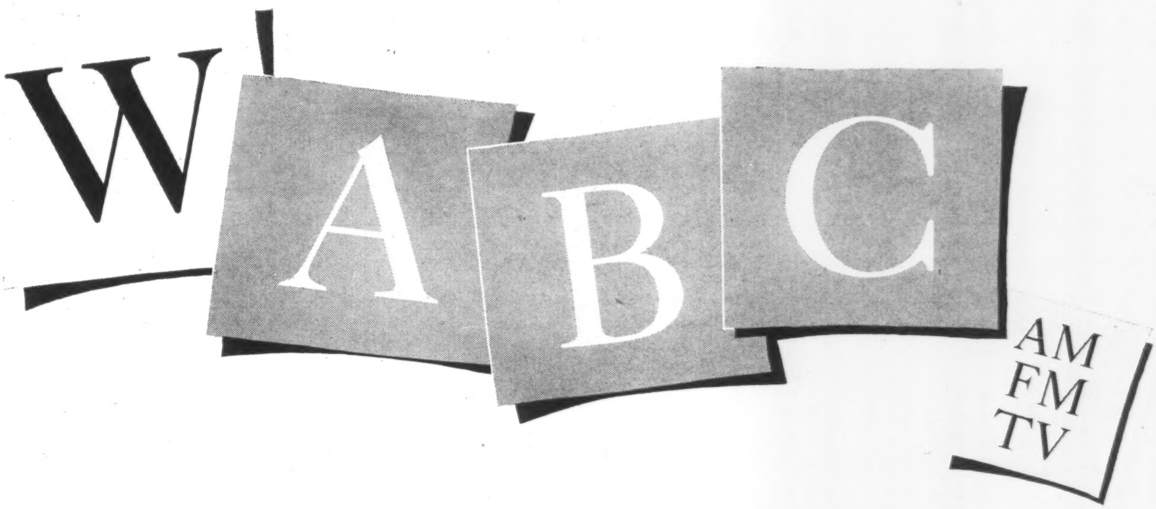
Edward Lewis Productions, Hollywood, has moved to 226 S. Beverly Drive, Beverly Hills. Telephone: Crestview 1-5727.

* * *

Warner Bros. is releasing a Red Cross public

XUM

ABC has a new name in New York...



Yes, WJZ AM, FM and TV now go by a new name . . . WABC. But this is more than an ordinary change in call letters. It points up the fact that these are ABC's key stations in the nation's key market. Here is one of the first signs that ABC is taking steps to make its owned and operated stations leaders in radio and television in the markets they serve.

THE NETWORK TO WATCH IS ABC!

WABC and WABC-TV

770 ON RADIO **CHANNEL 7**

THE KEY STATIONS IN NEW YORK OF ABC **AMERICAN BROADCASTING COMPANY**

Represented by Edward Petry & Company

service film, "You Are the Star," featuring **John Wayne,** to TV stations about March 15.

* * *

Venice Film Festival award to **Pictorial Films'** "FDR—Hyde Park" was presented to **J. Milton Salzburg,** president of Pictorial, by the Italian consul general at the New York consulate last week.

* * *

Hollywood Film Co., 946 N. Seward St., Hollywood, is building eight additional vaults, first step in proposed expansion to 40 film vaults and 20 cutting rooms.

Film People

Robert L. Hoover, sales manager of **Dick Lewis Studios Inc.,** Chicago, has been appointed vice president and member of the corporation's board of directors.

Mr. Hoover

* * *

Ed England, account executive with ABC-TV Spot Sales, to **United Television Programs** sales staff covering New England and upper New York state territories.

* * *

Max Kanter, Passaic, N. J., has been appointed the exclusive, personal representative in the North American continent for Goodwin-International (TV films), Johannesburg, South Africa. Mr. Kanter will handle distribution of *Boy & Simba* and *African Visit* film series.

* * *

Howard Green, motion picture producer-writer-director, joins Sovereign Productions, Hollywood, in an executive capacity on *Your Jeweler's Showcase,* NBC-TV's *Cavalcade of America* and CBS-TV's *General Electric Theatre* film series.

* * *

Milton J. Cross, radio personality, has been signed to narrate full color film, "Color Comes of Age," being produced by **Sarra Inc.,** Chicago, TV and motion picture film firm.

* * *

Gail Papineau, director and production manager of Raphael G. Wolff studios, Hollywood (TV production firm) and previously with Walt Disney Productions, Hollywood, to **Kling Studios Inc.,** that city, as head of dramatic productions.

* * *

Lucille Ball and **Desi Arnez,** co-stars of CBS-TV's *I Love Lucy,* have been signed by MGM for reported $250,000, for feature film version in technicolor of the book, "The Long, Long Trailer."

* * *

Hugh Marlowe has been signed by **Norman** and **Irving Pincus** to portray the title role in *Adventures of Ellery Queen* half-hour pilot TV film, shooting at Hal Roach Studios, Culver City. The show has originated live from New York on ABC-TV for the last two years.

* * *

Richard Erdman, star of *A Sporting Chance,* TV series filmed by Reid Ray Television Productions Inc., and **Sharon Randall,** singer, were married in Las Vegas, Jan. 29.

* * *

Burt M. Harris, head of **Western Television Productions,** Denver, father of a girl, Beth Anne, Jan. 26.

* * *

Robert L. Lippert Jr., in charge of TV department, Lippert Pictures Inc., Hollywood, father of girl, Stacy Ellen, Feb. 18.

New Disc Jockey Service

NEW SERVICE for disc jockeys, Show Stoppers, has been launched by Robert J. Clarkson, former manager of Columbia Records Transcription Div. Show Stoppers are 10-inch, 78 rpm discs containing 17 to 20 bits of recorded monologue, dialogue and sound effects, each bit running from 5 to 30 seconds, which can be used to add variety and color to record programs. Show Stopper records will be sent monthly to subscribers, who will have exclusive rights in their markets. Prices vary according to size of market, starting at $5.50 a month for markets of under 25,000 population.

Shields Reveals 'Stagette'

UNIT called the St. Louis Stagette is being sold by Shields Studio, St. Louis, as a multiple-use basic setting for TV stations. The stage enclosure is a room 4 feet deep and 15 feet wide, with a center, rear draped opening and a proscenium setting which includes a valance, two side tabs and a pair of traverse draw front curtains on tracks. Within the enclosure are from 1 to 12 roll-up scenes which can be changed "in seconds," the company reports. Address is 5537 Suburban Tracks.

New Public Health Series

EIGHT quarter-hour transcriptions are being released by the Communication Materials Center of Columbia U. Press to promote local and state health education. The dramatic series, *The Search,* is enacted by leading Broadway and Hollywood performers, as supervised by the U. S. Public Health Service. Series is available for a small charge at 413 W. 117 St., New York 27. A similar program, *Seminar,* is available to TV stations.

Free Income Tax Shows

AMERICAN Institute of Accountants again this year, as it has annually since 1949, has prepared public service material for use by radio and TV stations in giving listeners and viewers hints on filling out income tax returns.

This year's AIA material includes three packages: Eight one-minute spots for radio stations, available as scripts or transcribed by Kenneth Banghart; two 13-minute transcribed radio quiz shows with Milton Cross as announcer and Walter Kiernan as moderator; four 45-second cartoon-and-sound film spots for TV stations.

Material, provided free to stations, is being distributed through the state societies of CPA's. AIA estimates 500 stations will use its material up to March 15.

'Korean Mud' Released

GOVERNMENT is releasing radio and TV spots to stations and a new song, "Korean Mud," to disc m.c.s to promote blood donations. It is sung by Elton Britt, RCA recording artist, who returned recently from Korea. The lyrics point up the increasing need for blood by the National Blood Program. Release is being made by Paul Gaynor, program coordinator, Office of Defense Mobilization, Washington 25, D. C.

Joan Caulfield Signed

JOAN CAULFIELD, who was under contract to Paramount Pictures five years, has been signed to a long-term CBS-TV contract to star in the TV version of *My Favorite Husband,* scheduled for a fall premiere, the network announced last week. The comedy had its debut on CBS Radio in 1948 and ran two and a half years with Lucille Ball playing Liz Cooper.

PLANNING an expanded advertising, production and merchandising campaign for 1953 is this group of World Broadcasting System executives: (l to r) Dick Lawrence, sales manager; Pierre Weis, general manager; Robert W. Friedheim, vice president, and Leo Gutman, advertising director. Firm envisions a boom year for local radio [B•T, Feb. 23].

WEMP PUBLIC SERVICE POLICY IS DESIGNED TO AID YOUTH OF BOTH HIGH SCHOOLS AND COLLEGES

High school group wins Junior Achievement Award; Marquette University students air dramatic radio workshop series.

WEMP's long-time interest in educating young people to commercial radio was emphasized again this month with the presentation of a Junior Achievement business charter to the station's Junior Productions company.

The company, composed of Milwaukee high school students, is sponsored by WEMP. Hugh Boice Jr., WEMP general manager, made the presentation in behalf of Junior Achievement, Inc., during ceremonies of a regular Junior Productions broadcast carried on WEMP.

The J. A. company earned the recognition by developing, selling and broadcasting a weekly popular music program, "High School Hit Parade". Weekly instruction in radio and guidance in the production of the program is provided the group by WEMP staff members and other Milwaukee advertising professionals.

WEMP also encourages radio work on the college level by assisting with and donating air time for the weekly Marquette University Radio Workshop. Program is a half-hour dramatic series.

WEMP-FM
WEMP

AL KOEHLER (right), president of Junior Productions, WEMP Junior Achievement company, registers approval with the Junior Achievement business charter presented his group. Robert Tongas (left) of Klau-Van Pietersom-Dunlap advertising agency, and Lou Riepenhoff, WEMP public service director, group advisors, extend congratulations.

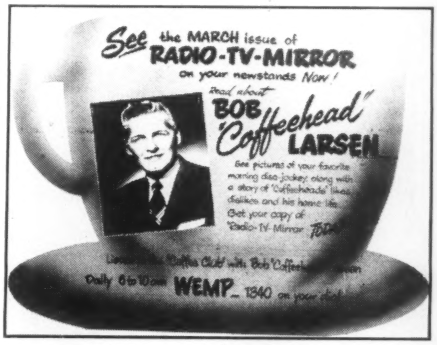
WEMP SHOWS 33% INCREASE

JANUARY AND FEBRUARY BILLING in 1953 is up 33% over the same months in 1952, it was announced today by John Gagliano, sales manager for the successful Milwaukee independent.

"It is interesting to note", Gagliano observed, "That both local and national business show the same percentage increase of about one third. The total is a new all-time high for the station for any 60 day period."

Coffee-Cup Cutouts Promote Radio-TV Mirror Salute

MARCH ISSUE of Radio-TV Mirror contains full page picture and story feature on Bob "Coffeehead" Larsen. Alert station management ordered posters in advance shaped like a coffee cup promoting the magazine article and the program.



See the MARCH issue of
RADIO-TV-MIRROR
on your newstands Now!
Read about
BOB "Coffeehead" LARSEN
See pictures of your favorite morning disc-jockey along with a story of 'Coffeehead's' likes, dislikes and his home life.
Get your copy of "Radio-TV-Mirror" TODAY
Daily 6 to 10 am WEMP 1340 on your dial

The posters were put up by station promotion department in record shops, news stands, hotels, schools and public buildings to coincide with distribution date of magazine's March issue.

This is the A.M. show that amazed the experts a few years ago with a straight up rating curve. Naturally, it's sold out, but some smart advertisers' names are to be seen on the waiting list. Must be worth the wait.

EVER *Psychoanalyze* A CITY?

WEMP DID and found that MILWAUKEEANS prefer

- ***MUSIC***

Another reason for the year 'round popularity WEMP enjoys in homes, stores, offices, clubs and cars—**day** and night.

- ***NEWS***

Thirty times daily, prepared by Milwaukee's largest independent radio news department.

- ***SPORTS***

More sports broadcasts than any other Milwaukee station. Earl Gillespie, Wisconsin's favorite, does three sportscasts daily, and all play-by-play reports.

They add up to consistently high ratings all year long. Remember, for $100 to $300 per week, or more, a WEMP spot campaign delivers 2 to 2½ times more audience per dollar than any network station in town.* Call Headley-Reed!

* Based on latest available Hooper Comprehensive and SR & DS rates.

WEMP

AM 1340 K.C.

MILWAUKEE'S 24-HR. A DAY STATION

FM 94.1 M.C.

N. Y. GROUP DASHES COLD WATER ON STATE'S EDUCATIONAL TV PLAN

New York educators were told last week that there was "no justification" for large-scale state financing of the proposed 10-station educational TV network. The special commission report also noted that educators are not using all the time available on commercial stations.

THE PROPOSAL that New York State build and operate a 10-station network of educational TV stations was rejected by a special commission last week in a report which found the plan neither "necessary" nor "desirable" and held that educators aren't using all the time available to them on commercial stations.

The group—the temporary State Commission on the Use of Television for Educational Purposes—adopted the report by a 10-to-5 vote that was generally regarded as doom for the network plan, which, although funds have not been appropriated, already had progressed to the point of getting FCC grants for seven stations. Observers held no doubt that the state administration would accept the report; in fact there was speculation that the administration had virtually dictated it.

The majority, which turned down the dissenting group's proposal that the state set aside $500,000 for a pilot or "experimental" station, recommended "the use of available private funds through quasipublic nonprofit educational corporations to build and operate one or more educational TV stations, as is being done in Los Angeles, San Francisco, Houston, Dade County, Fla., and elsewhere." (See earlier "pilot" story, page 96.)

Wants Reservations Continued

It also recommended that FCC continue "for at least five to 10 years the allocation of the channels which have been made available for educational purposes," on the ground that more time is needed to explore the possibilities of educational TV, plus the fact that FCC faces "years" of work in processing applications for other channels.

The report favored "development of television for educational purposes to the broadest possible extent," and noted that "new methods for using television may well be devised in the years to come." But, the majority held:

"As of today, we find no justification for the expenditure of large sums of money for the construction of state-owned and operated television stations. On the other hand, there are affirmative steps which can be taken for the sound and sensible development of the potentialities of television in the best interests of education."

Among these, included in the report's recommendations, were "broadening the use of educational workshops and similar cooperative efforts to develop sustained programming on free time presently available on commercial stations;" continuation of commercial stations' practice of offering free time, and having it made available on a regular basis at hours suitable to the audience to which program is directed; and that "our educational institutions take full advantage of the present great opportunity to establish that they can supply a greater flow of television material in the educational and cultural fields."

In order to make "a continuing study of the development of the use of television for educational and cultural purposes," the report also recommended that the commission's work be carried on by either this or a similar group.

In broad effect, the recommendations contained in the report adopted on a 10-5 vote were not much different from those in a larger report on which, it was said, the entire commission was in substantial agreement a week earlier.

The dissenting report, preliminary to a more formal "minority" report, stressed that the final report was not the one tentatively agreed upon at the previous meeting and was not circulated to the commission members until the afternoon of the day before the final meeting.

No Time to Study

Because they "did not have time to study either of the reports," they said they dissented. They also noted "The commission was unanimous in requesting that further time was needed to study the over-all problem of educational television."

It was in connection with such further studies that the dissenters proposed—but were out-voted—that the state put up $500,000 for a pilot station.

In addition to the forthcoming formal minority report, at least some members of the majority were said to be planning to issue separate reports. Among these, Michael R. Hanna of Cornell U.'s WHCU Ithaca planned to prepare one in which, he said, he would arrive at the conclusions and recommendations contained in the majority's final report, but would do so on different grounds from those in the majority document.

Paul R. Lazarsfeld of Columbia U., a commission member but not able to attend the final meeting, also was said to be considering a separate report.

The report cited WPIX (TV) New York and

The body of the majority report stressed construction and operating costs, the limited audience appeal of educational programs, the relatively few hours of programming contemplated for the proposed stations, and failure of educators to take advantage of all the free time available to them on commercial stations.

"Many educational programs are now being carried by commercial stations, with time and all technical, production and engineering costs paid by the stations. The free program time offered by commercial stations to the colleges, universities, and public schools of the state has been only partially accepted. . . . It seems unwise to launch a program of government-operated television stations costing many millions of dollars when other inexpensive means of presenting all possible programs are available," the report declared.

Costs Estimated

It estimated that construction costs for the 10 stations would be at least $6 million, operating costs at least $8,250,000 a year, plus another $10 million initial outlay if half of the state's 80,000 classrooms were to be equipped with TV sets at $250 each, plus $4 million additional operating expenses per year if special films were produced at the rate of five $20,000 films per week for 40 weeks.

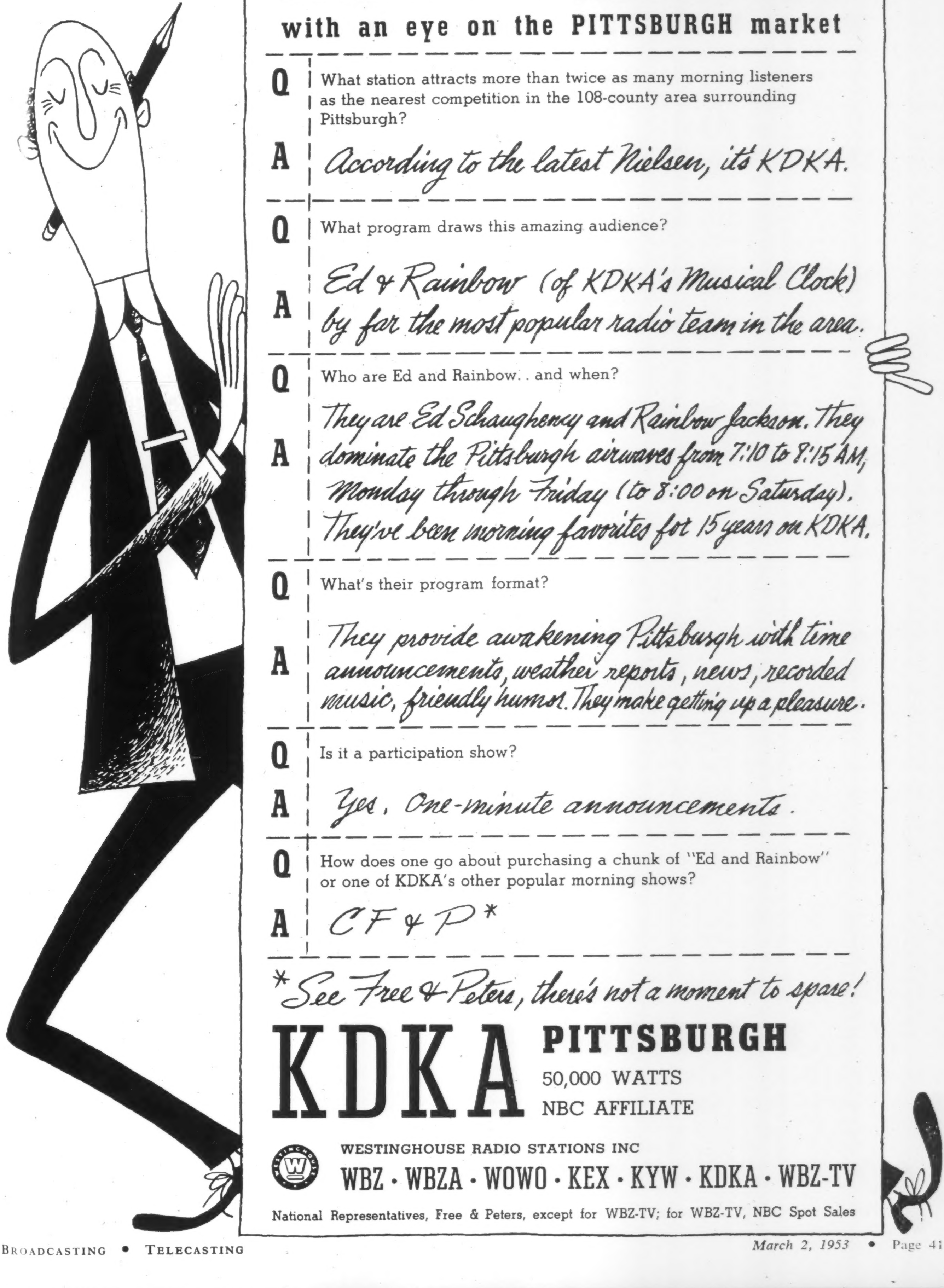
"If the major use of educational television is to be the showing of educational films, there has been no testimony before the commission that this could not be accomplished by the simple use of motion picture projectors and screens now available in most schools," according to the report.

The New York educational channels are uhf, and the majority noted that a U. of North Carolina commission, studying the allocation of both vhf and uhf educational channels, concluded that it would be "unwise" to build uhf outlets "because it was unlikely that they would, in the foreseeable future, acquire an audience."

It also was brought out that, of the 10 proposed stations, the most programming proposed by any one was 17¾ hours a week during an academic year of 36 to 40 weeks, noting that "far more than two or three hours a day would be necessary to justify venturing upon this immense enterprise. . . ."

The report cited WPIX (TV) New York and

EXECUTIVE board of the 1953-54 Radio-TV Correspondents Assn. meets for the first time in the U. S. Capitol. Seated (l to r): Richard Harkness (NBC), vice chairman; Martin Agronsky (ABC), chairman; Hollis M. Seavey (MBS), retiring chairman; standing, Carmen Garcia, secretary, Senate Radio-TV Gallery; Robert Menaugh, superintendent, House Radio-TV Gallery; D. Harold McGrath, superintendent, Senate Radio-TV Gallery; Bill Costello (CBS); secretary; George J. Marder (UP Radio), member-at-large; Julian Goodman (NBC-TV), member-at-large; J. F. McCaffrey (MBS), treasurer, and Ann Corrick (Crosley), member-at-large.



QUIZ FOR TIME-BUYERS

with an eye on the PITTSBURGH market

Q What station attracts more than twice as many morning listeners as the nearest competition in the 108-county area surrounding Pittsburgh?

A *According to the latest Nielsen, it's KDKA.*

Q What program draws this amazing audience?

A *Ed & Rainbow (of KDKA's Musical Clock) by far the most popular radio team in the area.*

Q Who are Ed and Rainbow. . and when?

A *They are Ed Schaughency and Rainbow Jackson. They dominate the Pittsburgh airwaves from 7:10 to 8:15 AM, Monday through Friday (to 8:00 on Saturday). They've been morning favorites for 15 years on KDKA.*

Q What's their program format?

A *They provide awakening Pittsburgh with time announcements, weather reports, news, recorded music, friendly humor. They make getting up a pleasure.*

Q Is it a participation show?

A *Yes. One-minute announcements.*

Q How does one go about purchasing a chunk of "Ed and Rainbow" or one of KDKA's other popular morning shows?

A *CF & P**

**See Free & Peters, there's not a moment to spare!*

KDKA

PITTSBURGH
50,000 WATTS
NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS INC
WBZ • WBZA • WOWO • KEX • KYW • KDKA • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

8 db more

with no increase in noise

It's the new

REG. U.S. PAT. OFF.

SCOTCH

BRAND

Magnetic Tape

High HO *Output*

TRADE MARK

- **NEW, IMPROVED COATING!**
  "Scotch" Brand *High-Output* Magnetic Tape is coated with a revolutionary new magnetic material that offers unparalleled sensitivity.
- **UNEQUALLED OUTPUT LEVEL!**
  Actually produces 8 db and up to 12 db more output than any conventional magnetic tape with no increase in harmonic distortion.
- **SPECIAL NEW COLOR!**
  This new tape is colored a distinctive grey-green for easy recognition.

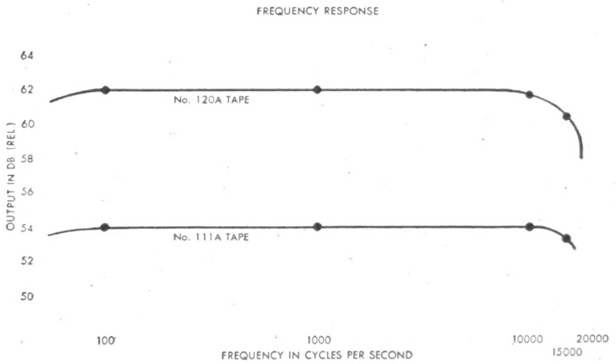
"Scotch" Brand No. 120A *High-Output* Magnetic Tape gives the recording engineer a new and potent tool for the production of truly high fidelity recordings. The 8 db minimum added output of *High-Output* Magnetic Tape increases significantly the available signal to noise ratio, making possible for the first time low background noise recordings of orchestral works having wide dynamic range. Besides offering unparalleled output at all audio frequencies (see graphs), this new tape retains all the physical and magnetic properties that have made "Scotch" Brand No. 111A the recognized standard of the recording industry: high tensile strength, freedom from elongation, stable anchorage, low noise level, excellent uniformity, ease of eraseability.

Freedom from squealing, cupping and curling is assured thanks to exclusive "Dry Lubrication" feature. *High-Output* tape is guaranteed 100% splice-free (up to 2400-foot reels)

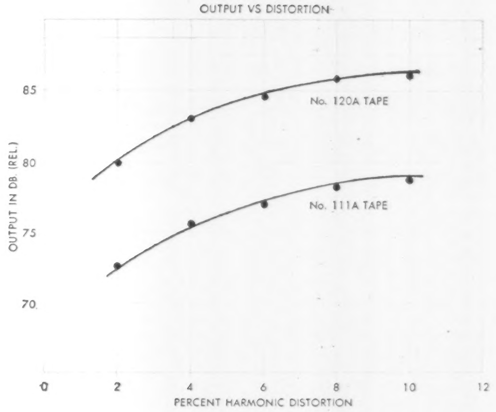
The term "SCOTCH" and the plaid design are registered trademarks for Sound Recording Tape made in U.S.A. by MINNESOTA MINING & MFG. CO., St. Paul 6, Minn.—also makers of "Scotch" Brand Pressure-Sensitive Tapes, "Underseal" Rubberized Coating, "Scotchlite" Reflective Sheeting, "Safety-Walk" Non-slip Surfacing, "3M" Abrasives, "3M" Adhesives. General Export: 122 E. 42nd St., New York 17, N. Y. In Canada: London, Ont., Can.

output

or harmonic distortion!



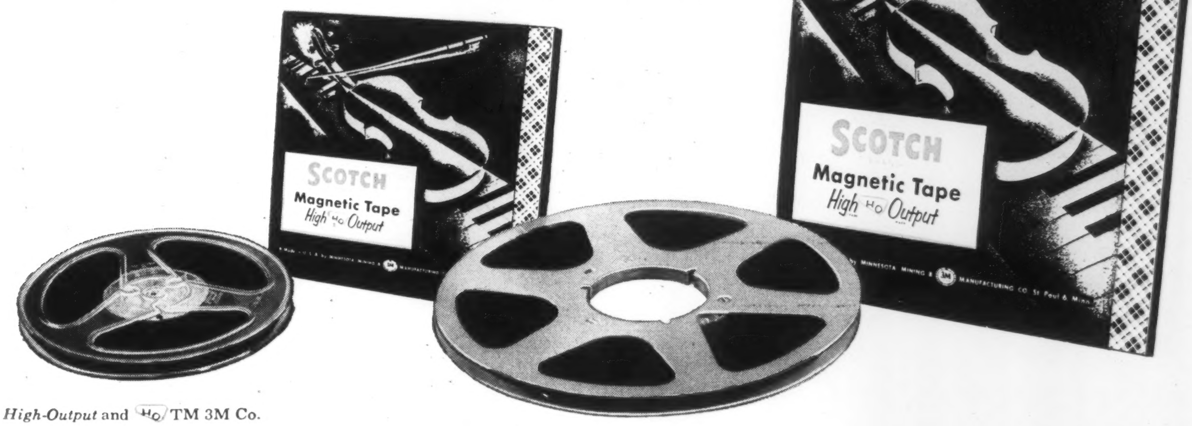
The frequency response characteristics of both No. 120A and No. 111A tapes are virtually identical at 15 ips tape speed. These curves were made with each tape set at optimum bias and an input level 15 db below 1% 3rd harmonic distortion.



This graph shows the 8 db increase in output of *High-Output* Magnetic Tape No. 120A over No. 111A at any given distortion level. *When compared with other brands of magnetic tape, the difference in output is as much as 12 db!*

FREE BOOKLET tells the full story of the tremendous technical possibilities of *High-Output* Magnetic Tape. Address Dept. BT33, Minnesota Mining & Mfg. Co., St. Paul 6, Minn., and a copy will be sent promptly.

Available now on: 120-AP 1200-foot Professional Reel
120-A 2400-foot on NARTB hub or reel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GI Bill Grad

FIRST KOREAN veteran to complete vocational training under the new GI schooling bill is Jerome Bloom, 24-year-old from Brooklyn, N. Y., who started work as a cameraman at WHBF-TV Rock Island, Ill., on graduation day, according to the Veterans Administration. Mr. Bloom, a former machine shop worker, read of FCC's authorization of 2,000 TV stations while stationed in Germany, and decided to become a video cameraman and studio technician when he returned. The CBS-TV basic station where he works recently increased power to 100 kw.

Rochester's WHAM-TV as among commercial stations which have offered educators more free time than the educators have used. It also quoted the president of the U. of Maryland as saying, in connection with a day-long closed circuit medical presentation by WBAL-TV Baltimore, that "as long as there are stations like WBAL-TV providing the facilities and fine technical staffs to help the university fulfill its dream of bringing TV into the home, I see no need for, nor would I back, an educational channel."

Offers Go Begging

It was pointed out that out of 260 half-hours a year offered to an upstate New York City school system by the local station, only 154 have been accepted. The report added:

"This is a typical situation. It is also typical that when operations commence in the large number of commercial channels now available and for which applications are pending, there will be a steadily increasing amount of time available for educational television. This will increase the surplus of time available above the amount educational institutions have accepted. . . .

"The way to determine the amount of time education can use is by the process of intelligent development on a gradual basis. Any other course might prove to be a serious setback to the cause of education and of educational television. Progressive development of the use of existing facilities appears to us to be the sound approach. . . ."

The majority consisted of Chairman Douglas M. Moffat, a New York City attorney; Mr. Hanna; Ben C. Duffy, president, BBDO; Young B. Smith, former Columbia U. Law School dean; Clarence C. Carruth Jr., attorney, New York; State Sen. Arthur H. Wicks; Assemblyman Oswald D. Heck; State Sen. Walter J. Mahoney, Senate Finance Committee chairman; T. Norman Hurd, Budget Director, and Harold Keller, Commerce Commissioner.

The minority consisted of Sen. Francis J. Mahoney and Assemblyman Eugene F. Bennigan, who wrote the dissenting report, and Chancellor John P. Myers of the State Board of Regents, Mrs. Isabel H. Kideney, former president of the state chapter of the American Assn. of University Women, and Norman S. Goetz, representing trustees of the State University.

No Deadline Extension

FCC has issued a public notice advising it has no intention of extending its June 30 deadline for halting the use of certain medical diathermy equipment (mostly manufactured before July 1, 1947) which reportedly interferes with TV reception. The Commission said it had learned such equipment now is available, the operation of which causes no interference.

FCC GRANTS 19 NEW TV PERMITS; 4 TO MERGED COMPETITORS

Four so-called "marriage" applications are approved in the Commission's list of CPs granted. Total of 19 permits authorized is a new weekly high, topping by one the number issued last July.

TOPPING all previous records, FCC last week authorized a total of 19 new television stations. These included four CPs to applicants formed by mergers of previous competitors for the channels granted.

El-Cor Television Inc., representing a merger of the competitive bids of the *Corning Leader* and the *Elmira Star-Gazette*, was awarded uhf Ch. 18 at Elmira, N. Y., conditioned upon principals in the *Corning Leader* divesting themselves of their interest in WELM Elmira. The *Corning Leader* also owns WCLI Corning and the *Star-Gazette* owns WENY Elmira.

One of the first "marriage" applications submitted to the Commission in order to preclude need for competitive hearing, the El-Con Television bid originally proposed that all three AM stations would continue separate competitive operation but the Commission subsequently questioned this policy [B•T, Dec. 8, 1952]. Last week WELM tendered a transfer application to FCC to show withdrawal of the *Corning Leader* principals.

Other "marriage"applications granted by the Commission last week included that of T. E. Allen & Sons Inc. for uhf Ch. 46 at Durham, N. C.; Midwest Television Inc. for vhf Ch. 3 at Champaign, Ill., and Television Montana for vhf Ch. 6 at Butte, Mont.

T. E. Allen & Sons Inc., headed by Ambassador to Yugoslavia George V. Allen and his wife, was reconstituted within the past fortnight to provide 50% interest to WTOB Winston-Salem, N. C., previously competitor for Ch. 46 at Durham.

Midwest TV Reorganized

Similarly, Midwest Television, previously controlled by principals in WDWS Champaign, was reorganized to give 20% interest to WSOY Decatur, Ill., former competitor for Ch. 3 at Champaign.

Television Montana is owned 45% by KXLF Butte and 14% by KBOW there, with KXLJ Helena and KXLQ Bozeman holding minor interests.

New competitive bid for Ch. 46 at Durham was filed with the Commission just hours before FCC granted the Allen-WTOB application. It was tendered by Public Information Corp. of Durham, owned by P. M. Sawyer and family and Harold H. Thoms, 13.5% stockholder in WSSB Durham and principal owner of WISE Asheville and WEAM Arlington, Va. It could not be considered, however, because of FCC's 24-hour rule.

Last week's 19 construction permits were one more than the weekly record total of 18 issued by the Commission at the time of its first post-thaw grants last July [B•T, July 14, 1952].

FCC moved down the Group A-2 priority list to Benton Harbor, Mich., city No. 286, with a 1950 population of 18,769. Total of 16 permits went to Group A-2 cities (those without service) while three CPs went to Group B cities (those with service).

Since lifting of the freeze, at which time 108 vhf stations were on the air, FCC has approved 87 new vhf outlets and 187 uhf stations. Of the 274 post-thaw stations, 17 vhf and 13 uhf grantees are on the air.

TV stations authorized in the U. S. and its territories now total 382. Of this number, 14 are post-thaw noncommercial, educational outlets.

Here are the new permits issued by FCC last week:

Scranton, Pa. (City priority Group A-2, No. 20)—Union Broadcasting Co. (WARM), granted construction permit for uhf Ch. 16, effective radiated power 245 kw visual and 130 kw aural, antenna height above average terrain 1,260 ft.

Springfield, Ill. (Group A-2, No. 41)—Plains Television Co. (permittee of KETV [TV] Little Rock, Ark., KWTV [TV] Sioux City, Iowa, and WFTV [TV] Duluth, Minn.), granted uhf Ch. 20, ERP 18.2 kw visual and 10.2 kw aural, antenna 340 ft.

Durham, N. C. (Group A-2, No. 52)—T. E. Allen & Sons Inc. (owned 50% by Ambassador to Yugoslavia George V. Allen and associates and 50% by WTOB Winston-Salem), granted uhf Ch. 46, ERP 17 kw visual and 9.5 kw aural, antenna 460 ft. Comr. Eugene H. Merrill dissented.

Champaign, Ill. (Group A-2, No. 65)—Midwest Television Inc. (chiefly owned by WDWS Champaign principals and 20% by WSOY Decatur, Ill.), granted vhf Ch. 3, ERP 100 kw visual and 50 kw aural, antenna 810 ft.

Elmira, N. Y. (Group A-2, No. 81)—El-Cor Television Inc. (*Corning Leader*, licensee of WELM Elmira and WCLI Corning, N. Y., and *Elmira Star-Gazette*, licensee of WENY Elmira, principal stockholders), granted uhf Ch. 18, ERP 58 kw visual and 33 kw aural, antenna 780 ft. *Corning Leader* principals must divest themselves of all interest in WELM Elmira.

Eau Claire, Wis. (Group A-2, No. 122)—Central Broadcasting Co. (WEAU), granted vhf Ch. 13, ERP 52 kw visual and 26.5 kw aural, antenna 840 ft.

Butte, Mont. (Group A-2, No. 144)—Television Montana (KXLF Butte owns 45.35%; KBOW Butte, 13.6%; KXLJ Helena 22.68%, and KXLQ Bozeman, 11.33%), granted vhf Ch. 6, ERP 2 kw visual and 1 kw aural, antenna minus 690 ft.

Pocatello, Ida. (Group A-2, No. 195)—Tribune-Journal Co. *(Idaho State Journal)*, granted vhf Ch. 6, ERP 7.2 kw visual and 3.6 kw aural, antenna 20 ft.

Pocatello, Ida. (Group A-2, No. 195)—Eastern Idaho Broadcasting & Television Co. (KWIK), granted vhf Ch. 10, ERP 3.2 kw visual and 1.9 kw aural, antenna 870 ft.

Sedalia, Mo. (Group A-2, No. 253)—Milton J. Hinlein (KRDO), granted vhf Ch. 6, ERP 6.3 kw visual and 3.2 kw aural, antenna 360 ft.

Valdosta, Ga. (Group A-2, No. 264)—WGOV-TV (WGOV), granted uhf Ch. 37, ERP 98 kw visual and 52 kw aural, antenna 320 ft.

Decatur, Ala. (Group A-2, No. 266)—Tennessee Valley Broadcasting Co. (WMSL), granted uhf Ch. 23, ERP 21.5 kw visual and 12 kw aural, antenna 120 ft.

Pittsburg, Kan. (Group A-2, No. 275)—Pittsburg Broadcasting Co. (KOAM), granted vhf Ch. 7, ERP 105 kw visual and 53 kw aural, antenna 540 ft.

Idaho Falls, Ida. (Group A-2, No. 277)—

Gunning for meat in Kentucky radio?

In Kentucky, it's easy — and inexpensive — to bag the big ones. 55.3% of the State's retail sales, 51.3% of its food sales, 59.8% of its drug sales are made in the big Louisville Trading Area — a compact market covered *thoroughly* by WAVE, with no waste circulation.

WAVE's rates are low because WAVE is powered *just right* (5000 watts) to give you the part of Kentucky you really *need*, plus a big chunk of Southern Indiana with another quarter billion dollars in effective buying income!

Ask Free & Peters about the smart advertisers who have racked up new Kentucky sales records, *with WAVE!*

WAVE

5000 WATTS • NBC • LOUISVILLE

Free & Peters, Inc., *Exclusive National Representatives*

Idaho Radio Corp. (KID), granted vhf Ch. 3, ERP 6.3 kw visual and 3.2 kw aural, antenna 260 ft.; Comr. Eugene Merrill did not participate.

Idaho Falls, Idaho (Group A-2, No. 277)—Idaho Falls Television Inc. (KIFI), granted vhf Ch. 8, ERP 23.5 kw visual and 12 kw aural, antenna 240 ft.; Comr. Eugene Merrill dissented.

Benton Harbor, Mich. (Group A-2, No. 286)—Palladium Pub. Co. (WHFB), granted uhf Ch. 42, ERP 17.5 kw visual and 9.3 kw aural, antenna 460 ft.

New Orleans, La. (Group B-4, No. 184) — New Orleans Television Co. (R. L. Wheelock, W. L. Pickens and H. H. Coffield, permittees of new uhf TV stations in Dallas and Houston, Tex., and applicant for new vhf TV station in Corpus Christi), granted uhf Ch. 20, ERP 180 kw visual and 98 kw aural, antenna 500 ft.

Tulsa, Okla. (Group B-4, No. 197)—Elfred Beck (owner of Albec Oil Co.), granted uhf Ch. 23, ERP 180 kw visual and 95 kw aural, antenna 520 ft.

Charlotte, N. C. (Group B-4, No. 199)—Inter-City Advertising Co. of Charlotte, N. C. Inc. (WAYS), granted uhf Ch. 36, ERP 85 kw visual and 48 kw aural, antenna 540 ft. Francis M. Fitzgerald must divest himself of all interest in WGIV Charlotte.

Comr. Frieda B. Hennock did not take part in last week's grants and Vice Chairman Hyde was present for the Decatur, Idaho Falls (Idaho Radio Corp.), Pocatello, Pittsburg and Sedalia actions only.

Following is a list of the contested TV applications passed over by FCC in its actions last week on uncontested bids:

Applicant	Location	Proc. No.	Ch. No.
	GROUP A		
Wilton E. Hall	Anderson, S. C.	269	58
Anderson TV Co.	Anderson, S. C.	269	58
Joe L. Smith Jr. Inc.	Beckley, W. Va.	274	6
Southern W. Va. TV Inc.	Beckley, W. Va.	274	6
Daily Telegraph Printing Co.	Beckley, W. Va.	274	6
Television of Sheboygan Inc.	Sheboygan, Wis.	100	59
WHBL Inc.	Sheboygan, Wis.	100	59
	GROUP B		
Richmond Newspapers Inc.	Richmond, Va.	195	12
Richmond TV Corp.	Richmond, Va.	195	12
Larus & Bro. Inc.	Richmond, Va.	195	12
Dixie TV Corp.	Richmond, Va.	195	29
Winston-Salem Bcstg. Co.	Richmond, Va.	195	29
City of Jacksonville	Jacksonville, Fla.	196	12
Florida-Georgia TV Co.	Jacksonville, Fla.	196	12
Jacksonville Bcstg. Corp.	Jacksonville, Fla.	196	12
Southern Radio & Eqpt. Co.	Jacksonville, Fla.	196	30
Duval TV Bcstrs. Inc.	Jacksonville, Fla.	196	30
Jacksonville Journal Co.	Jacksonville, Fla.	196	36
Gulfport Bcstg. Co.	Jacksonville, Fla.	196	36
Central Plains Enterprises	Tulsa, Okla.	197	2
Fryer TV Co.	Tulsa, Okla.	197	2
The Oil Capital TV Corp.	Tulsa, Okla.	197	2
Tulsa TV Co.	Tulsa, Okla.	197	17
Arthur R. Olson	Tulsa, Okla.	197	17
WSIX Bcstg. Sta.	Nashville, Tenn.	198	8
Volunteer State Bcstg. Co. Inc.	Nashville, Tenn.	198	8
Capital Bcstg. Co.	Old Hickory, Tenn.	178	5
Life & Cas. Ins. Co. of Tenn. (Nashville)	Old Hickory, Tenn.	178	5
Radio Sta. WSOC Inc.	Charlotte, N. C.	199	9
Bcstg. Co. of the South	Charlotte, N. C.	199	9
Piedmont Electronics & Fixture Corp.	Charlotte, N. C.	199	9
KTRH Bcstg. Co.	Houston, Tex.	183	13
Houston Area TV Co.	Houston, Tex.	183	13
Lechner TV Co.	Houston, Tex.	183	13
South Texas TV Co.	Houston, Tex.	183	13
Shamrock Bcstg. Co.	Houston, Tex.	183	29
John B. Hill	Houston, Tex.	183	29

68 CLAY PIGEONS ON FCC WALL

The turnover in federal jobs expected from last November's Republican election is taking place. Still open to administration shuffling and without the safeguards of Civil Service status are 68 FCC staff posts. B•T made a check prior to publication of the official document listing such availabilities and found out this:

BIGGEST guessing game in Washington broadcast circles this week is who are the 68 FCC staff executives who are not protected in their jobs by Civil Service status and who are likely to be replaced by the 20-year-long, job-hungry Republicans.

The answer will be known in another week when an official list of all Government jobs available to the new Republican administration, will become public. The list, compiled by the Civil Service Commission for the Senate, is now in the hands of the Government Printing Office.

A careful investigation by BROADCASTING • TELECASTING at the Civil Service Commission unearthed an Oct. 30, 1952, report which indicated that there were 68 FCC positions available as GOP plums when the Eisenhower administration gets around to filling them. All are in Washington. The FCC as of that date had 1,117 employes, of which 1,091 were in the U.S., and 747 in Washington.

Commissioners Not Included

This number does not include the Commissioners, all of whom are appointed for seven-year terms. At the present time, Comr. Eugene H. Merrill, Utah Democrat, is serving as a recess appointee and could be replaced at once. Chairman Paul A. Walker is serving under an executive order waiving compulsory retirement at age 70, issued last summer by President Truman. It is understood that the retirement waiver could be withdrawn by President Eisenhower at any time. Mr. Walker's term, however, expires June 30.

These are the positions exempted from Civil Service status by statute:

(1) Legal and engineering assistants and a secretary of the Commissioners.

(2) Administrative assistant to the Chairman.

Also exempted from status by the Civil Service Commission (Schedule A of Civil Service Manual, Chapter E 15, Sept. 8, 1952) are:

(1) Secretary of the Commission.

(2) Private secretaries or confidential assistants to each Commissioner.

(3) General Counsel and Assistants General Counsel.

(4) Chief Engineer and Assistant Chief Engineer.

(5) Chief Accountant and Assistants Chief Accountant.

(6) Chiefs of Bureaus.

These add up to 23 jobs in the FCC. These 23 jobs include seven attorneys.

However, it was learned from other sources that only 17 of the Commission's present 57 attorneys have Civil Service status. Attorneys were appointed to Government agencies before 1941 without status. In that year, all attorneys were blanketed in under Civil Service and those appointed from then until 1947 had to be cleared through the Civil Service Commission. However, in 1947, Congress removed attorneys from the Civil Service requirement, so that all lawyers appointed since then do not have status.

Therefore, excluding attorneys from the list of exempt jobs, there are 16 positions which under law or regulation are without Civil Service status. Added to these are the 40 attorneys without status, making a total of 56 known plums for GOP dispensation.

Just who the other 12 personnel are who are also without benefit of Civil Service protection will not be known until the Senate document comes off the Government Printing Office's presses.

All the exempted jobs are considered to be confidential or policy-making.

Filling the exempted positions is relatively easy. The present occupant is merely notified that he is no longer desired, and a new man is appointed.

However, should the job-holder be a veteran, he cannot be dismissed so summarily. A veteran can only be dismissed for cause "to promote the efficiency of the service." He can ask for charges, request a hearing, appeal to the head of his agency, and all else failing, appeal to the Civil Service Commission.

This is the same policy protecting those Government employes who have Civil Service status.

Junking of Materials Plan To Aid in Getting Metals

MANUFACTURERS of receivers, transmission equipment and components will have an easier time getting basic materials after June 30, when the Controlled Materials Plan of rationing steel, copper and aluminum will be dropped.

The flow of these basic metals, however, will not be regular until sometime in April because of ordering technicalities, according to Arthur Flemming, defense mobilizer who has announced the end of the government's allocations system.

The one governmental contingency is that buyers with Controlled Materials Plan allotments must get priority over other customers from metal producers. Procedure is being handled by the National Production Authority. April delivery seems likely for most buyers because of the required "lead time," which is 45 days in the case of all three metals.

WJEL Salutes FCC

HALF-HOUR salute to the FCC (and its predecessor, the Federal Radio Commission) on the government regulatory body's 26th anniversary was made Feb. 23 by WJEL Springfield, Ohio, in a special public service broadcast reviewing regulatory efforts from the first broadcast by Lee De Forest in 1909. Special guest on the program was Lester E. Noble, board member of Radio Mfrs. Assn. (now RTMA) from 1926-30, who as a member of a special committee was instrumental in getting the government to set up a regulatory law and a regulatory body (FRC) for radio in 1927.

BRENT GUNTS
Baltimore's top M.C. has the winning way with women!

JOE CROGHAN
Announcer and B.G.'s man-friday sells 'em for keeps.

DON REDDING
WBAL's Sales Service Manager, correlates local broker and terrific K.K. results.

ROLLIE BOURBEAU
Merchandising Manager — personally supervises campaigns for sponsors.

JIM MARKIEWICZ
Detail man on the street, checking sales, displays. Gets orders. Reports weekly.

merchandising magic in Baltimore

"KITCHEN KARNIVAL"
KRAUSS

"Honest to goodness magic," say Kitchen Karnival sponsors!

And here's why: Participating sponsors are guaranteed concentrated merchandising in Baltimore area food stores, with point-of-sale displays planned by active in-store merchandising men. Products are mass displayed . . . given as prizes . . . or used as refreshments on luncheon broadcasts of Kitchen Karnival . . . the show that keeps producing more and more and more customers.

50,000 WATTS **WBAL** **NBC IN MARYLAND**

Nationally Represented by Edward Petry & Co.

PENNSYLVANIA Gov. John S. Fine presented eight radio stations Pennsylvania Week promotion awards at ceremonies in his office. Receiving the framed plaques, donated by the state broadcasters' association were (l to r): Dean Close and Herb Martin, WKBI St. Mary's; Dick Owens, WISL Shamokin; James Murray, KQV Pittsburgh; Gov. Fine; Charles Petrie, WISL Shamokin; Tom Price, WBVP Beaver Falls; Vic Diehm, WAZL Hazleton; George A. Koehler, WFIL-TV Philadelphia. Winners not represented in the picture: WCAU-TV Philadelphia and WHLM Bloomsburg. Judges included the governor, broadcasters and industrialists.

CHICAGO EDUCATORS WOULD ALLOW COURTESIES, BUT NO COMMERCIALS

Spokesman for the applicant-to-be describes plans for announcements placed by certain contributor firms and individuals which will finance Ch. 11 operation. However, it is maintained, the outlet would be non-commercial.

WITH plans to file sometime this week at the FCC for non-commercial TV facilities in Chicago on vhf Ch. 11, the Chicago Educational Council envisions a financing plan that would permit courtesy announcement for contributing corporations and individuals alike. Station, however, would remain non-commercial, according to a Council spokesman.

This view was expressed last Thursday at a conference called by the Chicago Educational Television Council to announce a committee set up to raise funds for the station.

In a long step in that direction, Dr. John T. Rettaliata, president of Illinois Institute of Technology and temporary CETC chairman, announced the personnel of the money-raising group that read like a veritable "who's who" of industrialists.

Edward L. Ryerson, prominent industrialist and civic leader, has accepted the chairmanship of the committee, whose purpose will be to raise at least $500,000 for educational television in Chicago.

The Council hopes to be on the air within a year after approval by the FCC. Preparation of papers of incorporation also is underway for submission to Springfield, Ill. [B•T, Feb. 9]. Mr. Ryerson said he would call a luncheon meeting this Tuesday to map plans for the money drive.

Mr. Ryerson, who is board chairman of Inland Steel Corp., said he accepted the chairmanship as a "challenge and thought" it would be a "disgraceful episode in the history of Chicago if we fail to make use of the channel."

Both Mr. Ryerson and Dr. Rettaliata felt corporations and individual citizens would "see the value" of contributing funds. Dr. Rettaliata thought it conceivable that "corporations could contribute to the support of the station"— before and after it takes the air. Once vhf Ch. 11 goes on the air, he continued, the station could run announcements before a block of programs explaining they are "being brought to you through the generosity" of such a company—and still remain non-commercial. He said he had checked into the ethics of such a procedure.

Other leading citizens who have agreed to serve on the fund group are Dr. Robert E. Wilson, board chairman, Standard Oil Co.'s, Guy Reed, executive vice president, Harris Trust and Savings Bank; Harold Swift, board chairman, Swift & Co., and James D. Cunningham, president of Republic Flow Meters Co.

The Chicago educational television council has set June 2—current deadline for picking up educational channels as set by the FCC—as the date by which it hopes to raise $500,000. Actually only $200,000 is lacking from this goal since $150,000 has already been committed by the Ford Foundation and a similar sum by the Chicago Board of Education.

The council will serve as a non-profit corporation and governing body and will be, in fact, the actual licensee. It hopes to get some programs from the Educational Television and Radio Center, to be located in Chicago and for which plans were announced last fall. It has not as yet been set up.

L. A. Red Probe on Air

HEARING sessions of the House Un-American Activities subcommittee probe on Communist infiltration in motion pictures, radio and television resumes in the Los Angeles Federal Bldg. March 23 for seven days. Hearing will be broadcast and telecast, according to Chairman Donald L. Jackson (R-Calif.).

Rep. Reed Bans Radio-TV From New York Hearing

BAN on radio-television coverage of the House Judiciary subcommittee investigating the Dept. of Justice was imposed by Judiciary Committee Chairman Chauncey W. Reed (R-Ill.) last week.

The subcommittee is headed by Rep. Kenneth B. Keating (R-N. Y.).

This is the first House committee which banned radio-TV coverage since Speaker Joseph W. Martin Jr. (R-Mass.) repealed a broadcast media prohibition imposed by his predecessor Rep. Sam Rayburn (D-Tex.).

TV film cameras "shot" a hearing of the House Armed Services Committee investigating recent air crashes in January [B•T, Jan. 12].

Two weeks ago, radio and TV were permitted to cover the Senate Investigation Committee's probe of the Voice of America [B•T, Feb. 23]. This committee is headed by Sen. Joseph R. McCarthy (R-Wis.).

Earlier, the Senate Foreign Relations Committee refused permission for radio-TV newsmen to be present when it held hearings on the confirmation of John Foster Dulles to be Secretary of State in the Eisenhower cabinet [B•T, Jan. 19].

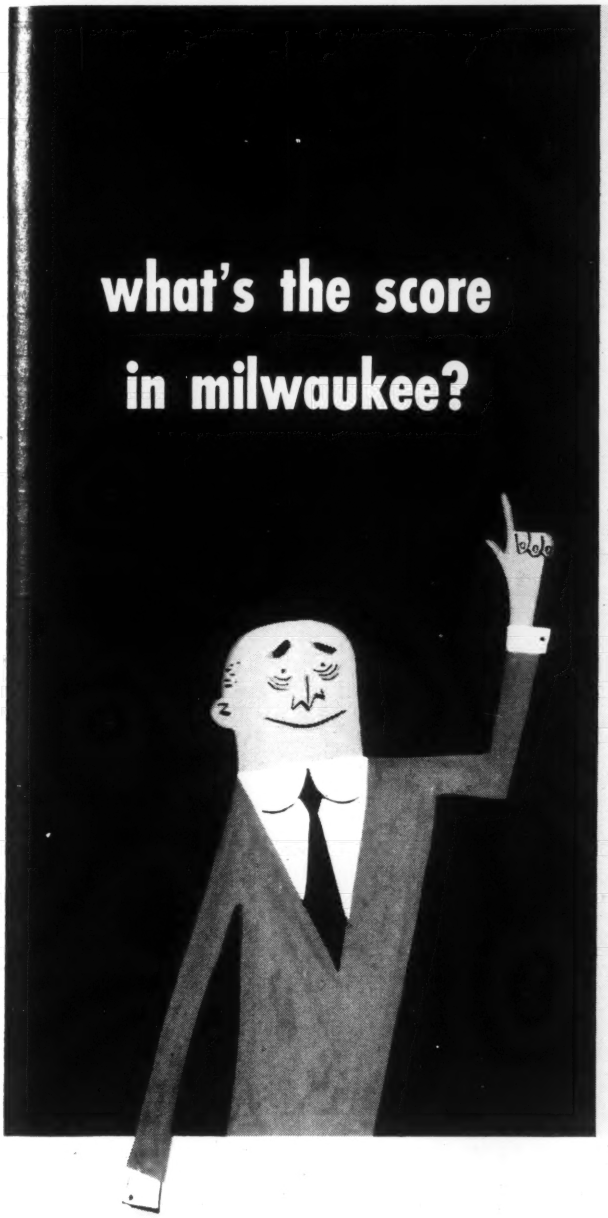
Action on Resolution Deferred

Rep. Reed's statement revealed that the House Judiciary Committee in its Jan. 27 meeting considered a formal resolution to prohibit radio, TV, motion pictures, sound recording and photographs at official hearings of the committee or subcommittees. Action on the resolution was postponed, Rep. Reed said, with the understanding that the spirit of the proposal would be followed at the discretion of the chairman or until the committee acted on the resolution.

Pending before the Congress are two bills to permit radio-TV coverage of Congressional hearings at the desires of the committees involved. One is H. Res 21, by Rep. Patrick J. Hillings (R-Calif.) and the other is HR 2109 by Rep. Jacob K. Javits (R-N. Y.). Generally considered opposed to permitting broadcast media to cover Congressional meetings is H Res 86, by Rep. Emanuel Celler (D-N.Y.), which deals with rights of witnesses before committees.

Text of Rep. Reed's statement regarding the New York hearings is as follows:

> **In accordance with temporary action taken by the Committee on the Judiciary at its first meeting held on January 27, 1953, request has been made to me as chairman of the committee to give my assent to the broadcast by radio and television of the public hearings to be held in the city of New York on or about February 27th by our special Subcommittee to Investigate the Department of Justice.**
>
> **At the Committee meeting of January 27th there was presented and discussed a formal resolution to prohibit radio or television broadcasts (as well as motion pictures, sound recordings or photographs) of official hearings or other proceedings of the Committee on the Judiciary or any of its subcommittees. Following such discussion a motion was passed postponing consideration of the proposed resolution with the understanding that the spirit of the resolution should be followed at the discretion of the chairman until such time as the committee acts thereon.**
>
> **After studied consideration, I have concluded that I should not deviate from the spirit of that resolution in this instance. Accordingly, I have declined to grant the requested permission to broadcast by radio or television the hearings of our special Subcommittee to Investigate the Department of Justice scheduled to be held in New York on or about February 27, 1953.**
>
> **In view of the pendency of this general subject before the committee, I deem it inappropriate to discuss in this announcement the various grounds upon which this ruling is based.**



WCAN IS AHEAD ON ALL COUNTS!

the local picture: since the advent of new management in April '52, a steady upsurge in hard-to-get local orders.

the national story: the same trend here, too . . with 35 of the largest advertising agencies in the land now placing business on WCAN.

plus a sizeable across-the-board increase in listenership (Pulse, January '53)

and now television!
we've been awarded Milwaukee's much-wanted second channel.

WCAN

the can-do station • abc affiliate

Alex Rosenman, general manager •
represented nationally by O. L. TAYLOR company

VOA PROBE EMPHASIS NOW OVERSEAS

Dr. Robert Johnson succeeded Dr. Willis Compton while reports persisted that President Eisenhower will divorce the Voice operations from the State Dept. These were but two of last week's many developments.

EMPHASIS of Sen. Joseph R. McCarthy's (R-Wis.) Voice of America investigation, which had concentrated on the operation's management in the U. S., seemed headed last week to a probing of U. S. information programs abroad. Public hearings resume in Washington today (Monday) by the Senate permanent investigations subcommittee which Sen. McCarthy heads.

Among last week's developments:

- Dr. Robert L. Johnson, president, Temple U., took over as acting director of the International Information Administration, replacing Dr. Wilson Compton, who resigned a week earlier [B•T, Feb. 22].

- President Eisenhower reportedly may give the go-ahead to a plan that would divorce the information program, including the Voice, from the State Dept.

- Alfred H. Morton, one-time NBC vice president, drew a one-day suspension as chief of VOA's radio operations when he disagreed with a State Dept. directive barring use of material by "controversial" authors in broadcasts aimed behind the Iron Curtain.

Compton Makes Charge

- Dr. Compton charged the Senate inquiry was unfair while former Assistant Secretary of State for Public Affairs Edward W. Barrett, who once headed the Voice program, criticized the Senate investigation, recommending a more "responsible" inquiry.

- A Senate Foreign Relations subcommittee received an additional $25,000 to study the U. S. overseas information program.

Early in the week, the State Dept. directed employes to give the McCarthy group full cooperation, thereby rescinding an earlier directive. The agency also planned to appoint a liaison officer to work with investigators. Sen. McCarthy had charged the department with "hamstringing" his efforts to quiz State employes.

Dr. Johnson, willing to give Sen. McCarthy "the benefit of the doubt" in the probe, is former chairman of the Citizens' Committee for the Hoover Report which recommended an independent agency for VOA and related work. He reportedly discussed this with Secretary of State John Foster Dulles and the President before accepting his new post.

Meanwhile, the U. S. Advisory Commission on Information called for such a consolidation on a cabinet level. The five-man commission, created in 1948, includes Judge Justin Miller, NARTB's board chairman and general counsel, and Philip D. Reed, board chairman of General Electric.

Mr. Barrett's criticisms of the McCarthy inquiry were contained in a bylined newspaper article. He suggested the "full story" be told in taking the probe "out of the circus ring." While admitting VOA shortcomings, he asserted only "10-15%" of the charges made before the committee are true.

Cites VOA Problems

VOA problems, he said, include these: Inability to get top executives and engineers, "complexities" and frictions because of a daily broadcast load, governmental regulations and red tape, and wasted time because Voice officials spend "more time combatting irresponsible charges of non-existent faults than they could give to correction of real faults." He cited several Congressional and independent studies made of the operation.

Meanwhile, the Senate group is expected to look into the VOA request for nearly $4 million to construct a second floating transmitter, similar to the *Vagabond*, equipped to move closer to communist areas and to avoid Soviet jamming.

TV in Cold War?

Among the topics to be studied by the Senate Foreign Relations Subcommittee is whether television would help the U. S. cold war. The question was raised in an interim report filed by the subcommittee (82d Congress) three weeks ago. Also to be considered is whether the Voice and other information units would be better off if taken out of the State Dept.

This group does not intend to duplicate efforts of Sen. McCarthy's group, although information will be exchanged, according to the Foreign Relations Subcommittee chairman, Sen. Bourke B. Hickenlooper (R-Iowa), who held an organization meeting last week.

Murrow Defends Barrett VOA Views on CBS Newscast

CURRENT Senate investigation of the Voice of America, Edward R. Murrow told his CBS Radio audience Tuesday evening, "fails to concern itself with the final product, namely what is being broadcast."

Noting that, despite charges against the effectiveness of the Voice, the Russians consider it "serious enough so that they devote about a thousand transmitters and the efforts of more than 10,000 men to jamming it," Mr. Murrow said:

"The Russians apparently regard it as a serious threat. Most reasonable men would agree that the product could be improved. Maybe the whole operation should be taken out of the hands of the State Dept.

Effective or Not

"But the current investigation is not concerned with the product. These broadcasts are either effective or they aren't. They are either subversive or they aren't. They are accurate or inaccurate. There are simple methods of reaching conclusions on these matters. But it does not appear that the committee is interested in this type of information upon which judgment could be based."

He prefaced his observations by quoting the views of Edward Barrett, who as a former Assistant Secretary of State was in charge of Voice operations some two years.

Mr. Barrett, he noted, feels a weapon such as the Voice cannot be constructed or reconstructed overnight—that, without feeling the organization is perfect, he believes the source of real trouble lies in inability to hire enough top-flight executives and engineers for several reasons, including low pay and fear of being slandered; red tape that slows recruiting of personnel, and complexities inherent in an organization that broadcasts daily in 40 languages. Further he feels, Voice officials have had to spend more time defending against irresponsible charges than they can devote to the correction of real faults.

The constructive course, as phrased by Mr. Murrow in his citation of the Barrett views, "is hardly that of a daily televised procession of hand-picked witnesses consisting almost entirely of disgruntled persons who have been fired, demoted or passed over; the kind of malcontents to be found in any large organization. Mr. Barrett contends that an inquiry devoted solely to the lurid testimony of the disgruntled would make any agency or private business seem disgraceful."

Mr. Barrett's view was that a responsible investigation should concern itself with whether effectiveness of the broadcasts can be improved, whether transmitters are located properly, etc.

Morton Suspension

Mr. Murrow's broadcast was made the day Alfred H. Morton, chief of the Voice's International Broadcasting Service, was suspended, but before the suspension was lifted. Of the suspension, the newscaster said:

"Mr. Morton is not accused of doing or thinking anything subversive. Apparently what happened was that Mr. Morton sent a memorandum to other officials of the Voice of America, saying that he disagreed with a directive from the State Dept. forbidding the use of any material from communist or fellow-traveler sources. This directive, if literally applied, would mean that the Voice of America in its broadcasts abroad could not refute allegations made by Vishinsky at the United Nations, could not contradict articles published in Moscow claiming that we are employing germ warfare in Korea. For in order to refute it, it is necessary to quote, and the department's directive forbids that."

XUM

what makes WREC TOPS

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Quality Programming for Listeners
Mechanical Perfection
Adequate Power

FOR THE ADVERTISER

As the choice of the "better half" of the listeners in 76 rich Counties, WREC is TOPS for advertisers, too! You get *both* Rural and Metropolitan coverage with a single schedule! Get the facts in the latest Standard Audit and Measurement Report and Hooper Ratings that show why more and more leading advertisers are moving more goods at less cost in the Memphis Market by getting complete coverage on WREC—Memphis No. 1 Station.

WREC

MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY

AFFILIATED WITH CBS RADIO, 600 KC — 5000 WATTS

Theatre TV Petitions FCC To Okay Carrier Facility Use

New move seen as possible way out of the impasse on theatre TV allocations. Use of common carrier frequencies would be limited.

WAY out of the theatre TV allocations impasse appeared possible this week following a request by theatre TV adherents late Friday that the FCC authorize the use of common carrier frequencies by a limited common carrier devoted exclusively to theatre TV programming.

This move presumably is a recognition by motion picture interests that their fight for exclusive theatre TV frequencies was not winning FCC sympathy. Hearings, which began last October, have been marked by critical questions by Commissioners.

The petition filed in behalf of the Motion Picture Assn. of America and the National Exhibitors Theatre Television Committee (exhibitors) declared that a seeming conflict existed between the Commission's efforts to have large-screen proponents put in a detailed case and its anxiety to keep the presentations within bounds in order to speed up the *en banc* hearings.

Offers Compromise

On the grounds that theatre TV facilities by existing carriers are still a long way off, the motion picture interests offered this compromise:

- Let the FCC authorize the use of existing common carrier frequencies by a "limited" or "restricted" common carrier furnishing only theatre TV service. These facilities would be available to all customers, the petition stated.
- But, at the same time, the Commission must order, through a policy declaration or otherwise, that all existing common carriers cooperate with the theatre TV carrier through joint planning, interconnections, etc., the petition pointed out.

This is because for some time the theatre TV carrier will not be able to service all customers in every area of the country at the same time, it was said.

The petition also said that theatre TV interests will continue discussions with Western Union regarding the establishment of a big-picture TV service [B•T, Jan. 26].

Just who would run the motion picture common carrier was not made public—either in the petition or by the parties. It is understood that some sort of a cooperative company is envisaged, similar to Press Wireless or Aeronautical Radio Inc. Press Wireless serves newspapers and Aeronautical Radio the airlines.

Theatre TV hearings began last October with technical and accounting data [B•T, Oct. 27, 1952]. Motion picture theatre TV proponents asked for an exclusive frequency allocation of 360 mc in the 5925-6875 mc band (now allocated for common carrier use). Their proposals envisaged a 30 mc video channel (to permit fidelity as great as that achieved in 35mm film, they said), with two channels for each service and with six services to insure competition. Need for exclusive frequencies was pinned on assertion that common carriers (AT&T and Western Union) did not have the facilities of this high order and that their rates were unreasonable.

As alternates, the motion picture interests said they would accept an assignment in the Industrial Radio Service allocation (6575-6875 mc, but extended down to 6425 mc), or a band beginning at 10,700 mc (band 10,700-11,700 is now allocated to common carrier).

Request for exclusive common carrier frequencies was opposed by AT&T, which indicated that research and development projects underway now could result in suitable facilities for theatre TV.

Early in February, the Commission halted further hearings on the subject and propounded eight questions on the use of theatre TV frequencies. These were answered by MPAA attorney Vincent B. Welch and NETTC attorney Marcus Cohn three weeks ago [B•T, Feb. 16]. FCC Chairman Paul A. Walker recessed the hearing following oral argument.

FCC to Be Questioned Further By House Unit March 12

HOUSE Commerce Committee's meeting with FCC officials will continue March 12, it was announced last week, with prospects that color TV, sales of stations, the Clear Channel case and legal and engineering fees will be among the subjects touched on. These will be in addition to the probable further inquiry into subjects on which FCC Chairman Paul A. Walker was quizzed two weeks ago [AT DEADLINE, Feb. 23].

Among the topics on which Mr. Walker was queried in the all-day first session Feb. 20 were (1) workings of the McFarland amendments to the Communications Act, (2) chain broadcasting rules, (3) educational TV, (4) length of TV hearings, (5) "strike" applications, and (6) changes in Sect. 315 of the Communications Act.

Also to be continued is the questioning by Rep. William L. Springer (R-Ill.). Rep. Springer surprised observers by apparently suggesting that FCC should bar newspapers, motion picture interests and even radio broadcasters from holding TV licenses in the interest of diversification of the media of mass communications.

In an amplification of this implication last week, Rep. Springer told BROADCASTING • TELECASTING that what he had mind was the establishment of a policy by the FCC which would look askance at the grant of a TV station to any in these three categories if there was to be only a single station in the market. He feels, he said, that the Commission should look with more favor on a non-newspaper, theatre owner or broadcaster if grant means a monopoly.

Schenck's Views

Another GOP Congressman, Ohio Rep. Paul F. Schenck, representing the 3rd Ohio Congressional District (Dayton, Hamilton, Middletown), also amplified some comments he made two weeks ago regarding blanketing of smaller communities by "high powered" big city TV stations. He was, he told BROADCASTING • TELECASTING, referring to Cincinnati TV stations whose signals come in fairly strong to Hamilton and Middletown. This made him fearful, he said, that TV stations in smaller cities would find it difficult economically to buck the major markets' TV stations for national advertising and network affiliations.

He feels, he said last week, that since the FCC licenses TV stations, it should see that no economic restraints are placed in the path of small city TV stations.

He also observed, two weeks ago, that if the Commission were to schedule hearings quickly on contested applications, that might serve to eliminate to a great degree "strike" applications. His theory, he said last week, was that an early hearing would force all applicants to "put up or shut up."

KFMB-AM-TV Sale Application Is Filed at FCC

FORMAL application for the sale of KFMB-AM-TV San Diego, Calif., by John A. Kennedy for $3.15 million to Wrather-Alvarez Broadcasting Co. was filed Thursday at FCC [B•T, Feb. 2].

Wrather-Alvarez Broadcasting Co., a new corporation, is owned equally by Mrs. Helen Alvarez and J. D. Wrather Jr., owners of KOTV (TV) Tulsa and applicants for vhf Ch. 11 at Little Rock, Ark. They also hold 50% interest in Superior Television Inc., applicant for vhf Ch. 10 at Corpus Christi, Tex. Mrs. Alvarez is applicant for uhf Ch. 40 at Sacramento, Calif., and Mr. Wrather has filed for uhf Ch. 44 at Boston.

Sale price of the KFMB stations includes a $150,000 retainer to Mr. Kennedy for management consultation to the new owners during the next five years. Contract calls for payment of $200,000 cash in escrow at time of signing, plus an additional $400,000 cash at time of settlement following FCC approval. The remaining $2.4 million would be paid at the rate of $20,000 per month, the balance bearing 4% interest.

Mr. Kennedy, who bought KFMB-AM-TV two years ago from Jack Gross for about $1 million, is selling the properties because of ill health.

Both KFMB and KFMB-TV are CBS affiliates. KFMB is on 550 kc with 1 kw directional. Application is pending for 540 kc. KFMB-TV, on vhf Ch. 8, is operating with effective radiated power of 27.4 kw visual and 13.7 kw aural. They are housed in the five-story KFMB Bldg., which includes a TV theatre studio in downtown San Diego. The structure and adjacent properties owned or under lease are included in the transaction, valued at $1.09 million.

Leonard Marks of Cohn & Marks, Washington radio law firm, represented both the buyer and seller in preparing the application for assignment. Kennedy Broadcasting Co. was also represented in the transaction by Desser, Rau-Christensen-Hoffman, Beverly Hills, and Wrather-Alvarez Broadcasting was represented by Kaplan, Livingston, Goodwin & Berkowitz, Hollywood, and by Ray King, Wichita Falls. The KFMB sale was handled by Blackburn-Hamilton Co., station brokerage firm.

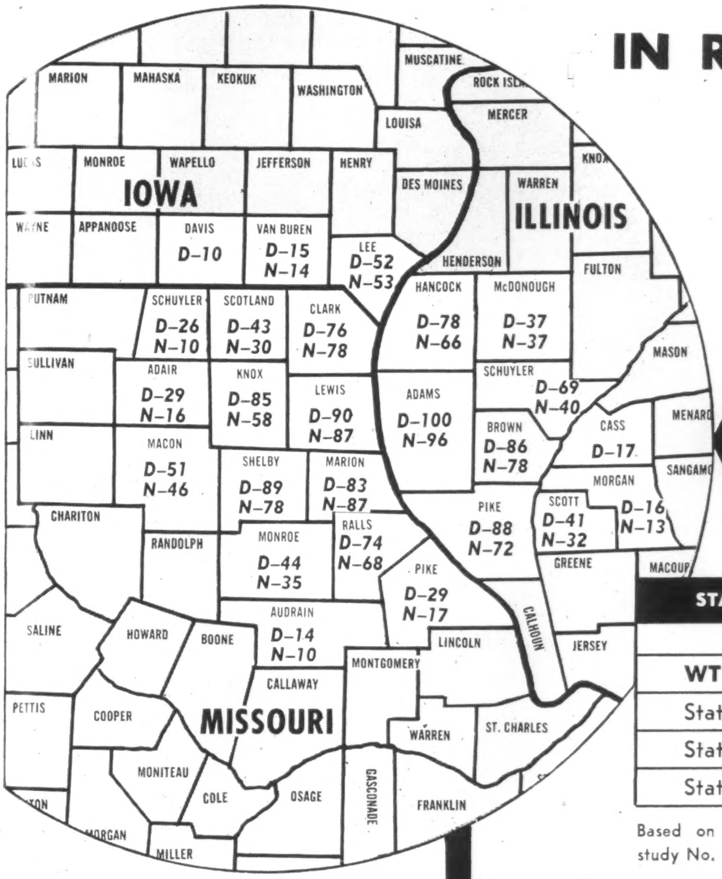
WGRD Takes Protest to Court

MUSIC Broadcasting Co. (WGRD Grand Rapids) has filed an appeal in the U. S. Court of Appeals, District of Columbia, to set aside an FCC order dismissing WGRD as a party in interest in a grant of uhf Ch. 35 in Muskegon, Mich. [B•T, Feb. 9].

After grant of Ch. 35 was made to Versluis Radio & TV Co., WGRD filed a protest, claiming that Versluis intended to operate the new TV station as a Grand Rapids, not a Muskegon, outlet. If this happens, WGRD claims, Mr. Versluis can offer a combination rate for AM, FM and TV, since he is the owner of WLAV-AM-FM Grand Rapids. Since WGRD can base its rates only on AM operation, it claims it would be placed in an unfair competition position.

In the appeal filed last week, WGRD holds that FCC's actions in denying a hearing prior to the grant, and in dismissing its protest, acted contrary to the law. The Grand Rapids broadcasters, also applicants for uhf Ch. 23 in Grand Rapids, ask that the Court set aside both the Ch. 35 grant and the denial of hearing.

XUM


MUSCATINE
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WARREN
IOWA
ILLINOIS
WAYNE
APPANOOSE
DAVIS D-10
VAN BUREN D-15 N-14
LEE D-52 N-53
HENDERSON
FULTON
PUTNAM
SCHUYLER D-26 N-10
SCOTLAND D-43 N-30
CLARK D-76 N-78
HANCOCK D-78 N-66
McDONOUGH D-37 N-37
MASON
SULLIVAN
ADAIR D-29 N-16
KNOX D-85 N-58
LEWIS D-90 N-87
ADAMS D-100 N-96
SCHUYLER D-69 N-40
BROWN D-86 N-78
CASS D-17
MENARD
LINN
MACON D-51 N-46
SHELBY D-89 N-78
MARION D-83 N-87
MORGAN D-16 N-13
SANGAMO
CHARITON
RANDOLPH
MONROE D-44 N-35
RALLS D-74 N-68
PIKE D-88 N-72
SCOTT D-41 N-32
GREENE
MACOUP
PIKE D-29 N-17
CALHOUN
SALINE
HOWARD
BOONE
AUDRAIN D-14 N-10
LINCOLN
JERSEY
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PETTIS
COOPER
MISSOURI
WARREN
ST. CHARLES
MONITEAU
COLE
OSAGE
GASCONADE
FRANKLIN
TON
MORGAN
MILLER

D — Daytime
N — Nighttime

IN RICH TRI-STATE AREA

including

QUINCY, ILLINOIS
KEOKUK, IOWA
HANNIBAL, MISSOURI

STANDARD STATION AUDIENCE REPORT

	DAY	NIGHT
WTAD	**81,212**	**71,659**
Station A	20,857	17,376
Station B	56,329	37,913
Station C	12,685	10,095

Based on Standard Audit and Measurement Services, Inc. study No. 1 made in Spring, 1952

YOU GET INTO MORE HOMES WITH . . .

WTAD QUINCY

STANDARD AUDIT PROVES IT!

Based on official reports by Standard Audit of all radio stations located in Quincy, Illinois; Keokuk, Iowa and Hannibal, Missouri, WTAD reaches more homes than any other *two* stations. And WTAD reaches them more effectively and at lower cost than any other medium. For availabilities, write or call Walter Rothschild, National Sales Manager.

Lee STATIONS

WTAD, Quincy, Illinois

930 KC . . . 5000 Watts, day . . . 1000 Watts, night, CBS
Affiliated with KGLO, Mason City, Iowa
Represented by Weed & Company

WMCT

offers D.A.

(delivered audience) that's

slightly phenomenal!

In a recent Hooper survey of 23 TV cities,

WMCT was the 2nd highest rated station

The first 15 shows on WMCT have teleratings from

76.0 to 60.0 *

The next 22 highest rated shows have teleratings from

60.0 to 50.0 *

and it doesn't take much figuring to compute the Delivered Audience from WMCT's 190,000 TV homes.

**TV area Hooperatings—Nov., 1952.*

National Representatives The Branham Co.

Channel 5 • Memphis

Affiliated with NBC

Owned and operated by

THE COMMERCIAL APPEAL

Also affiliated with CBS, ABC and DUMONT

WMCT

Memphis ONLY

TV Station

WMC WMCF WMCT

Libel Protection in 21 States; W. Va. Is Latest to Adopt

TWENTY-ONE states now have generally similar libel laws releasing radio and TV stations from suits for utterances over which they have no control. Latest to enact such legislation was West Virginia.

A bill sponsored by the West Virginia Broadcasters was passed by both houses of the Legislature without a dissenting vote, according to WVBA president, John T. Gelder Jr., WCHS Charleston, who headed a committee which contacted legislators in the state.

Members of Mr. Gelder's committee were William Rine, WWVA Wheeling; C. L. Golliday, WEPM Martinsburg; A. W. Vickers, WMON Montgomery; George Clinton, WPAR Parkersburg; Ellis Landreth, WRBW Welch; Joe L. Smith Jr., WJLS Beckley.

States now having radio-TV libel protective laws are California, Colorado, Florida, Georgia, Iowa, Idaho, Kansas, Louisiana, Maine, Michigan, Missouri, Montana, Nebraska, Oregon, North Carolina, South Carolina, South Dakota, Utah, Virginia, West Virginia and Wyoming.

Texas' Anti-Liability Bill

TEXAS Assn. of Broadcasters is sponsoring a bill in the Texas House to protect radio-TV owners and operators for defamatory statements for which they are not responsible. The bill, authored by Rep. J. B. Paxton of Palestine, Tex., would not hold a broadcaster liable for damages for defamatory statements uttered in connection with any election.

FCC Approves WTVN (TV) Sale From Lamb to Taft Family

THE TAFT family of Cincinnati last week was given FCC approval to buy WTVN (TV) Columbus, Ohio, for $1.5 million from Edward Lamb, broadcaster, telecaster, and newspaper publisher.

Hulbert Taft Jr., executive vice president of WKRC-AM-FM-TV Cincinnati, owned by the Cincinnati *Times-Star* and in turn controlled by the Taft family, told BROADCASTING • TELECASTING that the sale would be closed "within ten days."

WTVN (TV), now owned by Edward Lamb, began operations in August 1949 on vhf Ch. 6 and operates with effective radiated power of 19.8 kw visual. Six weeks ago it received FCC permission to increase its ERP to full 100 kw.

Hulbert Taft Sr., publisher of the Cincinnati *Times-Star*, is president of WKRC-AM-FM-TV. He is a cousin of Sen. Robert A. Taft (R-Ohio). David Taft is secretary of the radio properties and Robert A. Taft Jr. is general counsel.

Mr. Lamb is being retained as a consultant to WTVN (TV) for ten years for an annual retainer of $12,500. He is being paid $1,340,000 for broadcast equipment and $160,000 for land and buildings.

It has been reported that WTVN (TV) has monthly earnings of between $25,000 to $30,000. Its transmitter is located atop the LeVeque-Lincoln Tower in downtown Columbus and its studios and offices are at 753 Harmon Ave.

Mr. Lamb still retains WICU (TV) Erie, Pa., and WMAC-TV Massillon, Ohio. He is licensee of WTOD Toledo, WIKK Erie and WHOO Orlando, all AM stations. He is publisher of the Erie *Dispatch*.

Proof—is in performance

5000 Watt
Du Mont Television Transmitter

Du Mont 5000 watt Master Series low-band television transmitter. Daily operation only since July 1, 1950 by Television Station =106. Surpassed all FCC proof of performance requirements and fully licensed. Dependable and economical operation. Exceptionally fine performance record. Tube cost and replacement parts negligible. Modern, compact air-cooled units. Transmitter maintained under direction registered professional engineer with frequent checks by Du Mont engineers. Complete factory and station record of performance available and apparatus available for immediate physical inspection and off-the-air observation. Transmitter reasonably priced and will save approximately twenty to thirty thousand dollars without sacrifice of performance for the prospective television station operator targeting for early fall. Reason for sale is due to power increase CP for 100 kw operation. Priority in accordance with arrival of inquiries.

Robert J. Sinnett
Chief Engineer WHBF/TV
Telco Building
Rock Island, Illinois
Dial 6-5441

ask the man who owned one!

BROADCASTING TELECASTING

TV EQUIPMENT FOR SALE
FEBRUARY 2nd, 1953

To provide still greater coverage of its area long accustomed to Du Mont-quality TV service WHBF now prepares for a power increase to 100 KW ERP.

DU MONT
TELEVISION TRANSMITTER DIVISION
ALLEN B. DU MONT LABORATORIES, INC., CLIFTON, N. J.

Networks Study Civil Rights Law in N. Y.

TELEVISION networks indicated last week they plan to take "a long and hard look" at provisions of Section 52 of the Civil Rights Law of New York State that prohibits "the televising, broadcasting and taking of motion pictures of certain proceedings" before a court, commission or committee administrative agency in the state.

Waterfront Probe

Both ABC-TV and CBS-TV said their attorneys were examining the law closely in view of plans to cover the forthcoming investigation in New York of waterfront crimes by Sen. Charles Tobey's (R-N. H.) Interstate & Foreign Commerce Committee.

NBC authorized the statement: "NBC's attitude is this: We do not think this law could interfere with the carrying of federal hearings."

The law, passed in April 1952, specifically notes that the ban covers "testimony of witness by subpoena or other compulsory process" and that "any violation of this section shall be a misdemeanor."

It has been reported that DuMont's New York outlet, WABD (TV), has offered to carry Sen. Tobey's investigation as a public service and that NBC, CBS-TV and ABC-TV planned film coverage.

Radio's
GROWING

Because Radio reaches and sells more people at far lower cost than any other medium.

And here's what an advertiser says about WGN: "The general results we are obtaining on WGN at the present time are superior to the results we are obtaining in printed media and in direct mail. . . . We thought you would be interested in knowing that we are finding radio, and WGN in particular, to be a most successful media for us at the present time."

A Clear Channel Station
Serving the Middle West
MBS

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

Chicago office for Minneapolis-St. Paul, Detroit, Cincinnati and Milwaukee
Eastern Sales Office: 220 E. 42nd Street, New York 17, N.Y. for New York City, Philadelphia and Boston
Geo. P. Hollingbery Co.
Advertising Solicitors for All Other Cities
Los Angeles—411 W. 5th Street • New York—500 5th Avenue • Atlanta—223 Peachtree Street
Chicago—307 N. Michigan Avenue • San Francisco—625 Market Street

KBIG Tells FCC It Should Grant Application

KBIG Avalon, Calif., in response to protests filed by KMPC Los Angeles and KCBS San Francisco, alleging interference, told FCC last week that it "was constructed and is presently operating in full compliance with every provision of its construction permit."

Accordingly, KBIG said, FCC should grant "forthwith" its application for a station license to cover the construction permit and dismiss the protests.

KCBS claimed there is objectionable co-channel interference within its normally protected 0.5 mv/m daytime contour. KCBS is licensed on 740 kc with 50 kw, DA-2. KBIG is operating on 740 kc with 10 kw daytime only, DA.

KMPC Los Angeles asserted there is overlap between the 25 mv/m contours of KMPC and KBIG. KMPC is licensed on 710 kw with 50 kw daytime, 10 kw night, DA-N.

KBIG stated that no reliable evidence contrary to its contentions has been presented to the Commission. It said it got its CP after a full FCC hearing and that it has spent $222,903 constructing the station in reliance on the construction permit.

FCC BACKLOG STATUS REPORTED

FCC bit into its backlog of pending broadcast cases, completed action on about 50 in the month of January. That was apparent from a study of the second report submitted by the Commission to Congress last week in line with the McFarland Act requirement that it report all pending cases three months or older for uncontested applications, and six months or older for contested cases, from the time hearings have concluded.

Second report, listing such cases up through Jan. 31, is 65 pages. This compares with 101 pages in the first report, which was a roundup as of Dec. 31, 1952 [B•T, Feb. 2].

Of the approximately 950 broadcast applications pending, 600 involve TV, the report showed. This compared with the approximately 635 reported pending for the end of 1952.

The Commission reported that 50 contested cases were still unresolved, although hearings had ended at least six months ago. This compares with 89 reported for the end of 1952.

The report indicated that 315 uncontested broadcast applications were three months old or older and that 44 applications were pending for renewals or transfers that were three months old or older. Of the 315 broadcast applications, 30 involve FM. The report also showed that there were 12 applications for auxiliary stations pending for at least 90 days.

Unreported were applications which do not fall in the 90-day or 6-month category. Just how many they add up to cannot be determined.

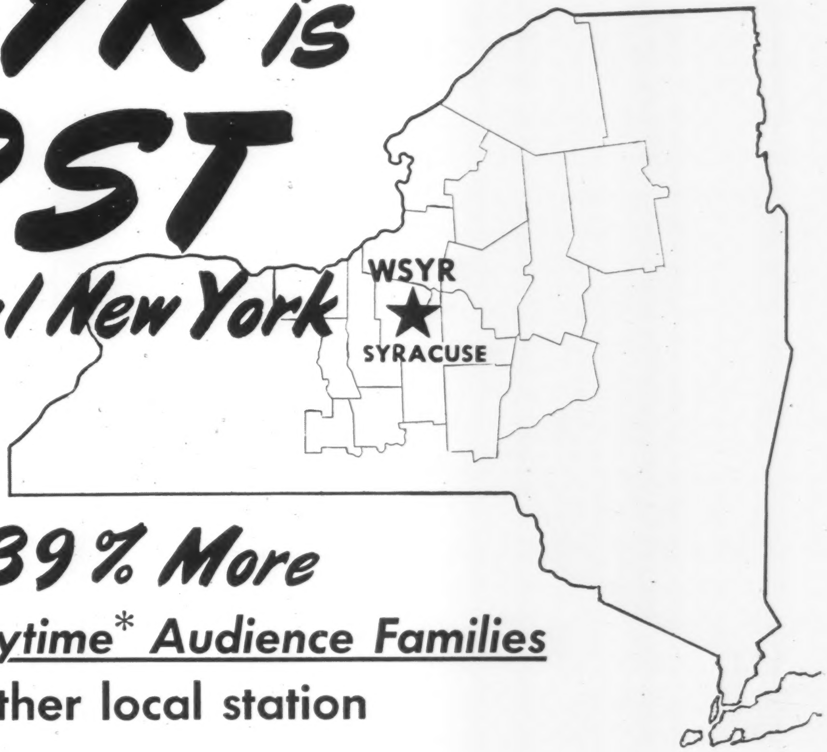
House Unit Names Staggers

REP. HARLEY O. STAGGERS (D-W. Va.) is the newest member of the House Interstate and Foreign Commerce Committee. Mr. Staggers takes the place of Rep. Thomas B. Stanley (D-Va.) who has resigned from Congress. With Rep. Staggers' appointment, the House Commerce Committee has full membership, with 17 Republicans and 14 Democrats.

Any way you look at it . . .

WSYR is FIRST

in Central New York



Up to 239% More

Weekly Daytime* Audience Families

than any other local station

According to SAMS 1952	*According to Nielsen 1952*
29.8% more than Station A	47.0% more than Station A
72.7% more than Station B	55.0% more than Station B
194.4% more than Station C	157.5% more than Station C
239.1% more than Station D	212.2% more than Station D

There it is—the leadership revealed by BMB in 1947 still continues. WSYR is your advertising buy in rich Central New York.

**And the nighttime figures show approximately the same leadership*

Write, Wire, Phone or Ask Headley-Reed

WSYRACUSE
570 KC

WSYR-AM-FM-TV—*the Only Complete Broadcast Institution in Central New York.* NBC *Affiliate*

NARTB'S CONVENTION AGENDA IS SET

Both radio and TV share heavily in conferences planned for the April 28-May 1 annual convention. An added feature this year is scheduling of a keynote speaker.

FOUR-DAY program of business and engineering features has been drafted by NARTB for the 31st annual "Gold Rush" convention to be held in Los Angeles April 28-May 1.

The Management Conference runs through a four-day schedule of meetings, with the separate Engineering Conference occupying three days.

Roughly the schedule lines up like this:

Management: April 28—Annual industry equipment exposition opens; TV meeting and election; FM roundtable; BAB radio sales program. April 29—Formal opening; keynote address; luncheon address by NARTB President Harold E. Fellows; five-city management market study results. April 30—Uhf panel; TV code session; film panel; Voice of Democracy feature; luncheon speech by FCC Chairman Paul Walker; small-market TV workshop; radio program panel; labor workshop; merchandising panel; sports-public events panel; banquet. May 1—FCC panel; trade press panel; noon adjournment.

Engineering: April 29—Technical papers; joint NARTB luncheon; reception. April 30—Technical papers; joint luncheon; low-budget TV clinic; banquet. May 1—Technical papers and inspection of network studios. Inspection trip to Mt. Wilson antenna farm is planned May 2.

A new feature added this year is the keynote speaker, a prominent industry figure whose name has not been announced. The keynoter will be presented with an award for outstanding service to broadcasting.

While television is occupying a heavy share of the time, plenty of features have been scheduled for aural broadcasting, particularly in connection with the Management Conference.

Program arrangements are being drawn up by a committee headed by Clair R. McCollough, WGAL-AM-TV Lancaster, Pa.

Robert K. Richards, NARTB administrative vice president, is directing convention program planning in cooperation with the committee. C. E. Arney Jr., secretary-treasurer, is in charge of physical arrangements. Arthur C. Stringer is managing the equipment exposition.

Light and heavy equipment exhibits will be held in the Biltmore Hotel display areas, with service displays and some of the lighter gear concentrated in the second-floor sample rooms. Management Conference meetings are to be held in the Biltmore Theatre, adjoining the hotel. Engineering sessions will be in Burdette Hall, diagonally across the street.

Two Luncheon Meetings

The two luncheon meetings will include the combined management-engineering delegates and the banquet, to be held at the Palladium, also to be a joint affair.

A high spot of the management agenda will be the five-city radio market study, conducted under the direction of Richard M. Allerton, NARTB research manager. Results of the extensive inquiry into radio markets will be reviewed by Mr. Allerton and President Fellows. Also taking part in the Wednesday afternoon session at which the market study will be presented will be Paul W. Morency, WTIC Hartford, and Mr. McCollough.

Radio station sales problems will be analyzed at the BAB Tuesday afternoon meeting, with BAB showing dramatically how to sell time and attract sponsors. FM's special problems will be reviewed at the Tuesday morning workshop.

Radio program discussion is scheduled Thursday afternoon concurrently with a labor workshop. These will be followed by separate merchandising and sports-public events panels.

A new feature Friday morning following the FCC panel will be a trade press session at which Mr. Richards will preside.

Mr. McCollough will formally open the Management Conference Wednesday morning. He will present Judge Justin Miller, NARTB board chairman and general counsel. After preliminaries the keynote award will be made and the keynote speech delivered.

Tuesday morning's TV meeting will be of a business nature for TV member stations. TV directors whose terms expire at that time are: William Fay, WHAM-TV Rochester; Campbell Arnoux, WTAR-TV Norfolk, Va.; Kenneth L. Carter, WAAM (TV) Baltimore; Henry W. Slavick, WMCT (TV) Memphis. The four vacancies will be filled at the meeting.

Thursday morning is strictly television. That

THE BRANHAM COMPANY

representing

RADIO

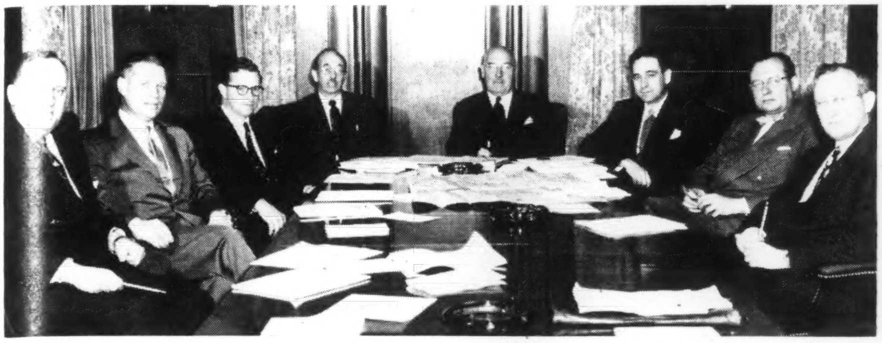
WABB	Mobile, Ala.
KTHS	Little Rock, Ark.
KFWB	Los Angeles, Calif.
KFMB	San Diego, Calif.
WGBA	Columbus, Ga.
WNEX	Macon, Ga.
WTPS	New Orleans, La.
KWKH	Shreveport, La.
WTBO	Cumberland, Md.
WHYN	Springfield-Holyoke, Mass.
WRBC	Jackson, Miss.
KOB	Albuquerque, N. M.
WCPO	Cincinnati, Ohio
WDEF	Chattanooga, Tenn.
WTJS	Jackson, Tenn.
WNOX	Knoxville, Tenn.
WMC	Memphis, Tenn.
KFDA	Amarillo, Texas
KRIC	Beaumont, Texas
KWBU	Corpus Christi, Texas
KRLD	Dallas, Texas
KMO	Tacoma, Wash.
KIT	Yakima, Wash.
WCHS	Charleston, W. Va.
WBLK	Clarksburg, W. Va.
WPAR	Parkersburg, W. Va.

TELEVISION

KFMB-TV	San Diego, Calif.
WHYN-TV	Springfield-Holyoke, Mass.
KOB-TV	Albuquerque, N. M.
WCPO-TV	Cincinnati, Ohio
WEWS	Cleveland, Ohio
WMCT	Memphis, Tenn.
KFDA-TV	Amarillo, Texas
KRLD-TV	Dallas, Texas
KMO-TV	Tacoma, Wash.
KIT-TV	Yakima, Wash.

offices

CHICAGO
NEW YORK
DETROIT
DALLAS
ATLANTA
CHARLOTTE
ST. LOUIS
MEMPHIS
SAN FRANCISCO
LOS ANGELES



ENGINEERING chiefs of five networks took part in selection of papers for NARTB Engineering Conference to be held during convention week, April 28-May 1. Meeting of guidance committee included (l to r): A. James Ebel, WMBD Peoria, Ill.; Rodney D. Chipp, DuMont TV Network engineering director; William B. Lodge, CBS engineering vice president; O. B. Hanson, NBC vice president and chief engineer; Raymond F. Guy, NBC manager of radio and allocations engineering, committee chairman; Neal McNaughten, NBC engineering director; Frank Marx, AB-PT engineering vice president; E. M. Johnson, MBS engineering and station relations vice president; Absent, Carl G. Nopper, WMAR-TV Baltimore.

* * *

Brown, NARTB TV vice president, will submit his report, to be followed by a uhf panel and discussions of TV code and film problems. John E. Fetzer, WKZO-TV Kalamazoo, Mich., chairman of the NARTB TV Code Review Board, will lead the code discussion. Robert D. Swezey, WDSU-TV New Orleans, will preside at this session in his capacity as TV Board chairman.

Pre-registration fee for the Management Conference is $35, with $25 for the Engineering Conference and $15 for the ladies program. Saving of $2.50 in registration can be obtained up to April 15. NARTB is exclusive agent for all rooms in the Biltmore and Statler.

Topics to be featured at the engineering agenda include remote control of transmitters, uhf, antennas, lens, TV boosters, AM signals, from high TV towers, studio lighting, personnel problems, TV tape recording, panel on low-budget TV operations.

One of the papers that is attracting advance attention deals with a plan for technical operation of TV stations, using a staff of two. Neal McNaughten, NARTB Engineering Dept. manager, is making arrangements with the help of a guidance committee (see photo). A West Coast arrangements committee consists of Les Bowman, CBS Los Angeles, chairman; A. E. Towne, KPIX (TV) San Francisco; R. E. Arne, KHJ Los Angeles; C. W. Mason and H. L. Blatterman, KFI Los Angeles, and P. G. Caldwell, AB-PT Los Angeles.

Running all that week at the Statler Hotel in Los Angeles will be a convention of the Society of Motion Picture & Television Engineers. Many of the NARTB technical delegates will attend the SMPTE Wednesday evening banquet.

Mr. McNaughten said the Guidance Committee was able to select only a small portion of the papers considered for the NARTB technical sessions.

Papers to be Read

Papers to be read at the engineering discussions were tentatively listed as follows:

"Automatic Station Operation," Ross Snyder, Ampex Electric Corp.; "UHF Television Waveguides," J. S. Brown, Andrew Corp.; "Contouring of TV Antenna Patterns," L. O. Krause, General Electric Co.; "Methods of Controlling the Vertical Pattern on uhf and vhf Antennas," L. J. Wolf, RCA; "Television Antennas," ABC; "Studio Zoomar for TV Cameras," Dr. Frank G. Back, TV Zoomar; "Remote Control of FM 10 kw Transmitter," Ben Akerman, WGST Atlanta; "Operation and Installation Problems of Remote Control Equipment," Rust Industrial Co.; "Proof of Performance Measurements for Television," Rodney D. Chipp, DuMont TV Network.

"Experimental Booster Station for WSM-TV," John H. DeWitt Jr., WSM-TV Nashville; "High-Efficiency AM Radiation From High TV Towers," Glenn Gillett; "Tower Maintenance,"

KSEL
97%
80%
STATION B & C
Most Listened-to Station on the South Plains

KSEL IS TOPS

in the LUBBOCK Metropolitan Area

Nielsen NCS Market Index gives KSEL 97% — Station A, 80% — Station B, 80% . . authentic information to substantiate our slogan of "the most listened-to station on the South Plains".

For complete area coverage of Station KSEL, consult your latest 1952 Nielsen Survey or write Station KSEL.

National Representative: Wm. G. Rambeau Co.
New York, Chicago, Minneapolis
Los Angeles and San Francisco

Southwestern Representative: Clyde Melville Co.
Dallas, Texas

FOR COMPLETE AREA COVERAGE . . .
Mutual Affiliate 950 K.C.

KSEL
LUBBOCK, TEXAS

Roger Hayden, Dresser-Stacy Co., Ideco Div.; "Approved Wiring and Control Methods for TV Studio Lighting," Herbert A. Kliegl, Kliegl Brothers; "How to Set Up a TV Technical Operation With Two Persons," A. J. Baracket and J. Valentine, Federal Telecommunication Labs.; "Flying-Spot Scanner for Opaques and Film," G. R. Tingley and J. H. Haines, Allen B. DuMont Labs.; "Transistors," Bell Labs.; "Developments in Application of Transistors," A. A. Barco, RCA; "Television System Measurements," Roy Montfort, NBC.

"New Developments in Television," Neal McNaughten, NARTB; "Video Tape Recording," John Mullin, Bing Crosby Enterprises; "Requirements for High-Quality TV Film Projectors," W. E. Stewart, RCA; "Projector Maintenance and Test Films," Fred Whitney, SMPTE, and Paul Huhndorf, KPRC-TV Houston; "Development of Staticon Camera," L. L. Pourciau, General Precision Lab.; "CBS Television City Audio and Video Facilities," R. S. O'Brien, R. B. Monroe and P. E. Fish, CBS.

"National Television System Committee (NTSC) Color Television," Dr. W. R. G. Baker, NTSC chairman, General Electric Co. (I. J. Kaar, GE, alternate); "Conelrad," FCC Comr. George E. Sterling (Conelrad officials will be available for discussion); Symposium on "Low Budget TV Operation" James L. Middlebrooks, KING-TV, Seattle, arbiter; Leroy E. Kilpatrick, WSAZ-TV Huntington, W. Va.; Joe Herold, KBTV (TV) Denver; others to be named.

17½ ACRES OF SERVICE!

With 17½ acres of modern film production facilities, Alexander Film Co. offers the advertiser and agency the world's most complete film commercial service! From scenario preparation through film production, processing and distribution, Alexander is geared to serve . . . a single source for every film commercial need. For the finest in sales-winning TV film commercials, specify "Alexander"!

ALEXANDER FILM CO.

JUST RELEASED! Two new Alexander "package series" of TV film commercials are now being released; one on bread and one on milk. Both employ a combination of cartoon animations and live action scenes, and both include thirteen 20-second and four 60-second films. Sponsors who order the series receive six months exclusive, unlimited use of the films in the TV market or markets selected. . . . First come, first served. For complete information write ALEXANDER FILM CO., COLORADO SPRINGS, COLO.

Ford Fund Antes $20 Million For Civil Liberties Studies

FORD Foundation announced Wednesday it has allocated $15 million for studies on civil liberties in America, which is expected to include an examination of censorship, and blacklisting and boycotting activities in radio and television as well as other fields.

A foundation spokesman in New York said Thursday the general subject of censorship, boycotting and blacklisting will be explored under the program but specific areas of study have not yet been defined. He added he was "reasonably sure that radio and TV problems would be covered."

The appropriation will be administered by the Fund for the Republic, an independent agency of the foundation established in December. Paul G. Hoffman, the foundation's retiring president, will be chairman of the new fund's board of directors.

The foundation said the Fund for the Republic will try to eliminate restrictions on freedom of thought, inquiry and expression and "restore respectability to individual freedom." Other immediate projects will be studies on restrictions and assaults upon academic freedom, due process and equal protection of the laws and protection of the rights of minorities. The foundation noted workers will examine communist influence in the nation, because communism is "the major factor affecting civil liberties today."

Oregon Broadcasters Elect McCready Pres.; Discuss Sales

S. W. McCREADY, KUGN Eugene, Ore., was elected president of the Oregon State Broadcasters Assn., at a winter meeting. At the February sessions, devoted largely to sales problems, the state's new, relaxed rules on beer and wine radio advertising were explained. Rules had limited hours of broadcast devoted to alcoholic beverage advertising, and they were relaxed after a seven-year association campaign.

New selling formula was presented by Alan Torbet, general manager, KFSO San Francisco, and the success story of Sunny Jim peanut butter was delivered by Dave Crockett, radio-TV director, Mac Wilkins, Cole & Weber, Seattle.

Resolutions were approved favoring a new journalism building at the U. of Oregon and expansion of association activities in the coverage of high school athletics.

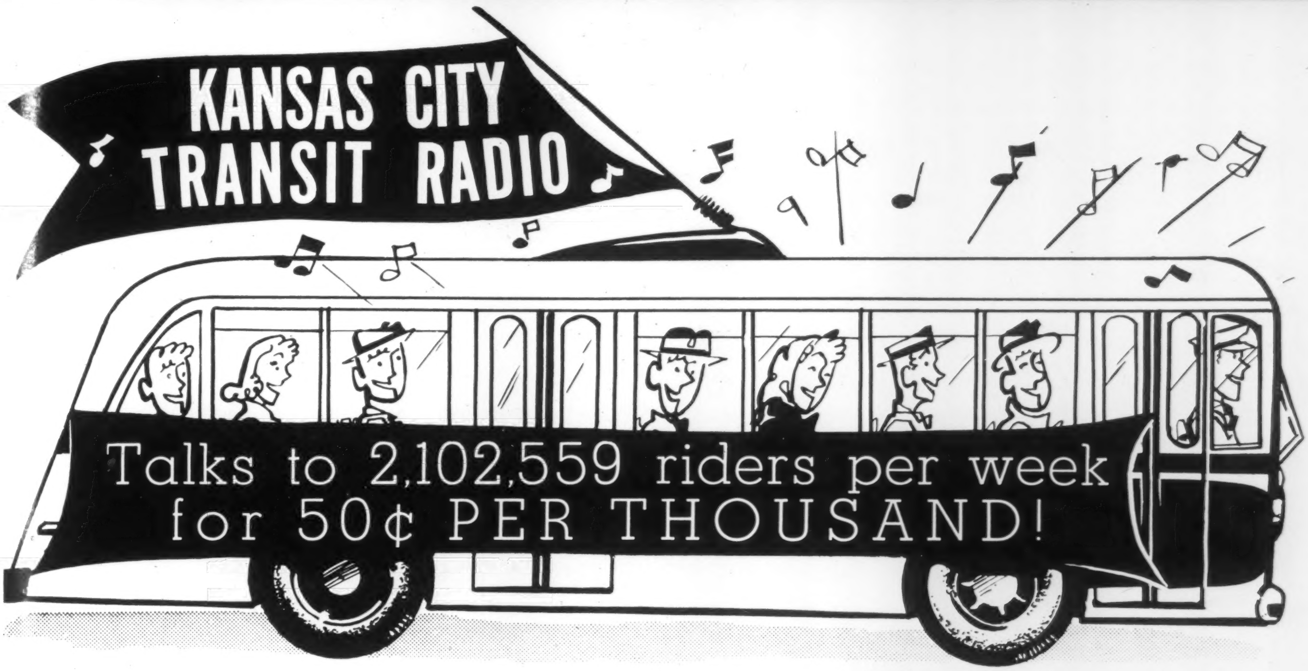
Others elected for 1953: Paul Walden, KODL The Dalles, vice president; Joe Schertler, KEX Portland, treasurer; directors, Jennings Pierce, KMED Medford, and Dick Maguire, KYJC Klamath Falls.

Ala. Broadcasters to Meet

NEW OFFICERS will be elected at the annual spring meeting of the Alabama Broadcasters Assn. in Florence March 26-28. Thomas E. Martin, WAPX Montgomery, is president of the group, working with Richard B. Biddle, WOWL Florence, on convention plans.

Penna. Meet May 19-21

ANNUAL convention of the Pennsylvania Assn. of Broadcasters will take place at the Bedford Springs Hotel, Bedford, Pa. May 19-21. Roger W. Clipp, general manager, WFIL Philadelphia, is president of the group.


KANSAS CITY TRANSIT RADIO
Talks to 2,102,559 riders per week for 50¢ PER THOUSAND!

. . the only way to talk to shoppers on their way to buy . . .

TRANSIT RADIO ALSO AVAILABLE IN THESE OTHER MARKETS . . .

St. Louis—KXOK-FM
Cincinnati—WKRC-FM
Worchester—WGTR-FM
Trenton—WTOA-FM
Pittsburgh—WKJF-FM
Washington—WWDC-FM

See Your Forjoe Man at these addresses:

New York 19
29 W. 57th St.
Plaza 5-8501

Chicago 11
435 N. Michigan Ave.
Deleware 7-1874

Los Angeles 17
1127 Wilshire Blvd.
Madison 6-8329

San Francisco 5
593 Market St.
Sutter 1-7569

Atlanta 3
405 Mortgage Guarantee Bldg.
Alpine 1241

Transit Radio in Kansas City is a real year-round "buy" in advertising. That's because it delivers your message to a *paid circulation*—by actual fare count—at approximately 50¢ per thousand!

Transit Radio delivers your *selling* message while these customers are on their way to *buy*. They're stepping out to spend, and Transit Radio is the only medium that actually "talks" them right to your product.

KCMO FM

KANSAS CITY, MISSOURI

and all other Transit Radio stations represented by Forjoe National, Inc., Transit Radio representatives

SRA'S 'CRUSADE FOR SPOT RADIO'

Organization's John Blair and Tom Flanagan urge stations to contribute funds to be used to employ another salesman and to conduct clinics.

INVITATIONS to radio stations to join with Station Representatives Assn. in a national "Crusade for Spot Radio" are in the mails.

They were sent over the weekend from SRA headquarters in New York. The letters are signed by John Blair, president of SRA and head of his own radio and TV station representative organization, and by Tom Flanagan, SRA's managing director.

Citing SRA's accomplishments in its five-year existence, the letter reports the feeling of SRA's 14 members that "we haven't done enough" and attributes failure to a lack of funds, "in spite of the fact that some of our members individually contribute nearly $10,000 annually to the association."

SRA proposes that each station contribute to the crusade one-half of its one-time, one-minute announcement rate, per month. It suggests that payments be made quarterly, or annually, in advance, starting as of March 1, 1953.

If the individual radio station operators accept SRA's invitation to join in a Crusade for Spot Radio, SRA states, "One primary purpose will be to employ a top-flight radio salesman who will devote all his time to selling spot radio to advertisers. To aid him in this work, we plan to use part of the funds to provide him with a brand new spot radio presentation which will be so designed that it will be slanted to the peculiar problems of each advertiser who sees it."

The work of this salesman would be added to that of Mr. Flanagan, who will continue his present practice of making presentations to advertisers, SRA explained. SRA also plans to expand the activities of its Chicago Council, inaugurating spot clinics in that area and calling on all spot radio prospects there. Comprehensive quarterly reports on activities will be made to all subscribing stations.

Answering the obvious question as to how the proposed SRA Crusade will fit in with the efforts of BAB to sell radio, SRA lauds BAB for doing a "good job," noting in passing that many SRA members are also BAB subscribers, and admits that "there may be some overlap in what BAB is doing and what we propose to do."

But, SRA declares, "We see no fault in this, since the more sales effort that is devoted to radio, the more sales we are going to make."

Disclosure of SRA's plans brought from William B. Ryan, president of BAB, a statement that BAB favors "any effort" that will increase the number of national radio advertisers and their expenditures and also that BAB's own presentations in this area have steadily increased and shortly will be tripled. Outlining BAB's plans along the same lines, he said:

"The concentrated work of the sales staffs of spot representative organizations, SRA, and the networks sales staffs are all necessary to solve the fundamental problem—developing more national advertisers who believe in radio as their primary advertising tool."

Treynor Promoted, Succeeds Stubblefield at NARTB

WILLIAM K. TREYNOR last week was promoted to manager of the NARTB Station Relations Dept. following resignation of William T. Stubblefield, who joins Blackburn-Hamilton Co., radio-TV-newspaper brokers.

Mr. Stubblefield's resignation was announced Thursday at NARTB. Simultaneously, it was disclosed that Mr. Treynor, assistant station relations manager and head of the West Coast office in San Francisco, has been named to fill the vacancy.

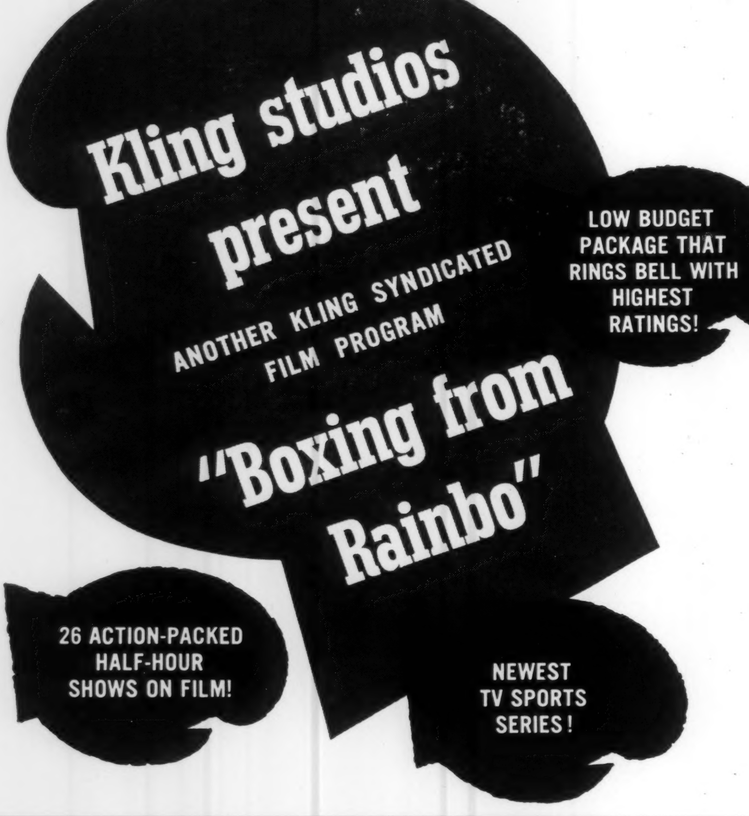
Effective March 15, Mr. Stubblefield joins Blackburn-Hamilton as a member of the firm, which has offices in Washington, Chicago and San Francisco. Partners in the firm are James W. Blackburn and Ray V. Hamilton. Mr. Stubblefield is to headquarter in the Washington office, located in the Washington Bldg.

NARTB's station relations work was taken over by Mr. Stubblefield Dec. 1, 1951. He succeeded John F. Hardesty when the latter went to BAB in New York.

Mr. Treynor was an account executive at WTOP-TV Washington before joining NARTB Dec. 26, 1950, a few months after the station relations department was organized. He entered radio in 1939 at WOL Washington.

Texas Group to Meet

DISCUSSION of TV's impact on aural broadcasting will feature the March 16 meeting of Texas Assn. of Broadcasters, meeting at Commodore Perry Hotel, Austin. Boyd Kelley, KTRN Wichita Falls, is TAB president.


Kling studios present
ANOTHER KLING SYNDICATED FILM PROGRAM
"Boxing from Rainbo"
LOW BUDGET PACKAGE THAT RINGS BELL WITH HIGHEST RATINGS!
26 ACTION-PACKED HALF-HOUR SHOWS ON FILM!
NEWEST TV SPORTS SERIES!

in this corner—Chicago's Rainbo Arena, where present champions and future champions fight, is the scene of the most exciting boxing shows on television today! Skilled Kling camera crews, shooting at ringside with the modern multi-camera technique, capture all the slam-bang action. Jack Drees, ace sportscaster for ABC and outstanding boxing authority, announces the shows.

in this corner—Your sales message becomes an integral part of each show! Each film is completely titled and designed for your commercial inserts. The films screen as though custom-made for you!

Boxing ranks third highest in popularity of all types of television shows. Boxing's low budget makes tops for results—dollar for dollar! It's a knockout!

BET ON A SURE WINNER—"BOXING FROM RAINBO"
Write, wire, phone—today!

Fred Niles, Vice President in charge of Motion Pictures and Television

KLING studios
601 NORTH FAIRBANKS COURT • CHICAGO 11, ILLINOIS
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30 BEST SELLING RECORDS OF 1952*

29 of them used audiodiscs® for the master recording

Record, Artist & Label	Made from Audiodisc Master
BLUE TANGO *(Leroy Anderson—Decca)*	✓
WHEEL OF FORTUNE *(Kay Starr—Capitol)*	✓
CRY *(Johnnie Ray—Okeh)*	✓
YOU BELONG TO ME *(Jo Stafford—Columbia)*	✓
AUF WIEDERSEH'N, SWEETHEART *(Vera Lynn—London)*	
I WENT TO YOUR WEDDING *(Patti Page—Mercury)*	✓
HALF AS MUCH *(Rosemary Clooney—Columbia)*	✓
WISH YOU WERE HERE *(Eddie Fisher—Hugo Winterhalter—Victor)*	✓
HERE IN MY HEART *(Al Martino—BBS)*	✓
DELICADO *(Percy Faith—Columbia)*	✓
KISS OF FIRE *(Georgia Gibbs—Mercury)*	✓
ANY TIME *(Eddie Fisher—Hugo Winterhalter—Victor)*	✓
TELL ME WHY *(Four Aces—Decca)*	✓
BLACKSMITH BLUES *(Ella Mae Morse—Capitol)*	✓
JAMBALAYA *(Jo Stafford—Columbia)*	✓
BOTCH-A-ME *(Rosemary Clooney—Columbia)*	✓
GUY IS A GUY *(Doris Day—Columbia)*	✓
LITTLE WHITE CLOUD THAT CRIED *(Johnnie Ray—Okeh)*	✓
HIGH NOON *(Frankie Laine—Columbia)*	✓
I'M YOURS *(Eddie Fisher—Hugo Winterhalter—Victor)*	✓
GLOW WORM *(Mills Brothers—Decca)*	✓
IT'S IN THE BOOK *(Johnny Standley—Capitol)*	✓
SLOW POKE *(Pee Wee King—Victor)*	✓
WALKIN' MY BABY BACK HOME *(Johnnie Ray—Columbia)*	✓
MEET MR. CALLAGHAN *(Les Paul—Capitol)*	✓
I'M YOURS *(Don Cornell—Coral)*	✓
I'LL WALK ALONE *(Don Cornell—Coral)*	✓
TELL ME WHY *(Eddie Fisher—Hugo Winterhalter—Victor)*	✓
TRYING *(Hilltoppers—Dot)*	✓
PLEASE, MR. SUN *(Johnnie Ray—Columbia)*	✓

**According to Retail Sales, as listed in THE BILLBOARD.*

. . . and over 43% used **audiotape**† *for the original sound!*

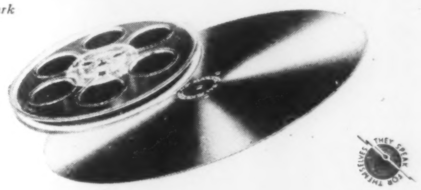
Like Audiodiscs and Audiotape, this record speaks for itself.

Of the thirty top hit records of the year, all but one were made from Audiodisc masters! And that *one* — a London Record — was made abroad.

It is significant, too, that the original recordings for over 43 per cent of these records were first made on Audiotape, then transferred to the master discs. This marks a growing trend toward the use of Audiotape for the original sound in the manufacture of fine phonograph records.

Yes — Audiodiscs and Audiotape are truly a record-making combination—in a field where there can be no compromise with Quality!

†*Trade Mark*



AUDIO DEVICES, INC.

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Export Dept.: 13 East 40th St., New York 16, N. Y., Cables "ARLAB"

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NEW TV GRANTEES BEGIN AIR PLANS

Most of the 19 new TV CP holders look to operation before next fall. Pre-freeze stations plan power or program increases while post-freeze grantees aim for air debuts.

MOST of last week's 19 new television station grantees (see story page 44) do not expect to get on the air before next fall.

The most optimistic report came from Pittsburg, Kan., where KOAM, vhf Ch. 7 grantee, said an Aug. 1 starting date was contemplated. RCA equipment is specified. KOAM (AM) is affiliated with NBC. No decision yet has been reached on station representation.

E. D. (Dee) Rivers Jr., president of WGOV-TV Valdosta, Ga., uhf Ch. 37 permittee, said his station plans a late summer or early fall starting date, contingent upon RCA equipment delivery. Southern Television & Radio Sales Inc., Atlanta, Mr. Rivers' own representative firm which serves about 100 southern stations, also will represent WROV-TV. Network affiliation is to be determined.

William M. Dawson, general manager of WARM Scranton, Pa., which was granted uhf Ch. 16, said the on-the-air date is early fall. National representative will be George P. Hollingbery Co. Equipment is to be General Electric. Network plans are not yet formulated, Mr. Dawson said.

Harry S. Hyett, general manager of WEAU Eau Claire, Wis., said that the contemplated starting date for the vhf Ch. 13 station is this fall. George P. Hollingbery will be the national representative, Mr. Hyett said, and conferences are scheduled within a fortnight to arrange network affiliation. RCA equipment is specified.

B. T. Whitmire, general manager of WFBC Greenville and an official of the Inter-City Advertising Co. of Charlotte, N. C., uhf Ch. 36 grantee, stated a fall target date has been set. Equipment will be either RCA or DuMont, he said, with The Bolling Co. Inc. as national representative. Network affiliation has not yet been negotiated.

KIFI-TV's Plans

J. M. Brady, president and general manager of KIFI-TV Idaho Falls, Idaho, new vhf Ch. 8 grantee, said the starting date was planned for late this year. Network affiliation will be with ABC, but national representative and make of equipment have not been determined, he reported.

Pocatello Plans

Frank Carman, president of Eastern Idaho Broadcasting & Television Co., Pocatello, Idaho, said his station, granted vhf Ch. 10, expects to be on the air by spring of 1954. George P. Hollingbery will be the station's representative and RCA equipment will be used.

Ed Craney, a partner in Television Montana, which received the vhf Ch. 6 grant for Butte, Mont., declared that consideration was being given to modification of the plans for the installation in order to provide more effective service in the area. Consequently, he said, no target date has been set for beginning operation.

WOW-TV
FIELD CAR

WOW-TV Omaha, claiming to be first in its area and saying it is the sixth outlet in the nation to do so, increased to 100 kw maximum power last Tuesday. Shown during final adjustments are (l to r) Frank P. Fogarty, general manager; Bill Kotera, chief engineer; Lyle DeMoss, assistant general manager, and Frank Porter, RCA field engineer. The boost completes WOW-TV's $110,000 expansion, which included increase to 28 kw last December.

T. V. Taft, treasurer of El-Cor Television Inc., Elmira, N. Y., uhf Ch. 18 permittee, reported that the starting date is unknown. DuMont equipment will be used, he declared, and national representative will be Everett-McKinney. There are no plans for network affiliation, he said.

While last week's new grantees busied themselves by signing equipment contracts and arranging for network affiliation and national representation, pre-freeze stations either were planning to increase power or expand programming while post-freeze stations were concerned with getting on the air.

WOW-TV Omaha, Neb., last Tuesday began regular program service with 100 kw effective radiated power (visual). The station tested its maximum power a week ago Friday, and went to the maximum power allowed by FCC on vhf Ch. 6 during the *Camel News Caravan* program Feb. 24 at 6:45 p.m. CST.

Frank Fogarty, general manager of WOW-TV, claimed the station is the first in Omaha to boost its power to the maximum allowable, and he believes the station is the sixth in the nation to do so. "Viewer response, Mr. Fogarty said, has been most gratifying."

Lee Higgins, manager of KTNT-TV Tacoma, Wash., said that his station was to begin commercial programming yesterday (Sunday).

WKNB-TV's Coverage

Peter B. Kenney, manager of WKNB-TV New Britain, Conn., reported that the most rapid growth of a uhf television audience in the U. S. is taking place in the greater Hartford area served by his uhf Ch. 30 station.

According to Mr. Kenney, an actual count, completed last Wednesday, among officials of all distributors of leading makes of TV sets and converters in the Hartford area, "authenticated by sworn statement, shows 36,647 sets in WKNB-TV's coverage area now equipped for Ch. 30 reception."

In order to get on the air sooner, the KGNC-TV Amarillo, Tex., board of directors last week decided to order an RCA 2 kw transmitter with a single-bay antenna instead of waiting for equipment which would allow operation

It's So Easy to Listen to WBNS

Central Ohioans set their dials at WBNS and relax. More Central Ohio people listen to WBNS than any other station. Popular staff personalities, plus top CBS programs add up to the *20 top-rated programs* and hour after hour of listening pleasure. Sponsors profit more when they reach this big audience of steady listeners.

CBS for CENTRAL OHIO

WBNS radio
COLUMBUS, OHIO

ASK JOHN BLAIR

THE WALL STREET JOURNAL
THE WALL STREET JOURNAL
THE WALL STREET

—Robert M. Feemster, Chairman of Exec. Comm., Dow-Jones & Co., Inc.

"You can't sit on the news!"

In 1940, The Wall Street Journal circulation was 29,000. Today it's 255,000—and still climbing!

"Like any news," said Chairman Robert M. Feemster, "news of business is worthless unless it's fresh!

"We set out to make The Wall Street Journal the truly *national* business daily—one that would reach executive desks all over the country on the same morning. We first decentralized our printing plants—publishing in New York, San Francisco, Chicago and Dallas. But we still couldn't deliver fresh news from these points without the fastest, most *reliable* shipping service.

"That's why we called in Air Express.

"Now, 6500 pounds of Wall Street Journals go Air Express daily. Only hours later they're in a score of other major cities. And on practically every shipment, Air Express rates are the *lowest in the field.*

"We knew we could build circulation. We knew we had the news and features vital to American business. Our problem is to deliver the papers! Air Express helps solve it! If you're building circulation or sales, look into Air Express rates and benefits."

AIR EXPRESS

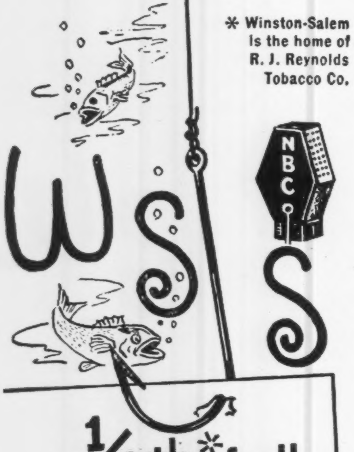
GETS THERE FIRST

Division of Railway Express Agency

SELL MORE IN THE
SOUTH'S
No. 1 State!

A Lucky Strike in the Camel City*

* Winston-Salem Is the home of R. J. Reynolds Tobacco Co.



1/4 th* of all
GENERAL
MERCHANDISE
Sold in North Carolina
IS SOLD IN
WINSTON-SALEM'S

WSJS
15-COUNTY
MARKET
*$93,000,000
S.M. 1952 Survey of Buying Power

Recent official Hooper Ratings show WSJS, the Journal-Sentinel Station, FIRST in the morning—FIRST in the afternoon—FIRST in the evening! For the finest in AM-FM coverage, it's WSJS in Winston-Salem.

Represented by: HEADLEY-REED CO.

with an ERP of 10 kw visual. With the expected early delivery of the 2 kw transmitter, the vhf Ch. 4 station expects to begin airing a test pattern about the middle of March, with programming scheduled for one week later, according to Tom Kritser, KGNC-TV general manager. The temporary transmitter location will be atop the Amarillo First National Bank, Mr. Kritser said. He hopes for 100 kw operation by mid-summer from an 833 ft. tower. KGNC-TV network affiliation will be with NBC and DuMont, according to Mr. Kritser.

Target dates for the three stations owned by Jacob A. Newborn Jr. were announced by John Summerfield, program manager of the trio, last week. Mr. Summerfield said KBMT (TV) Beaumont, Tex., was aiming for an April 1 start; representative will be O. L. Taylor Co. KETX (TV) Tyler, Tex., should be on the air June 1, and WTVS (TV) Gadsden, Ala., is aiming for Aug. 1. Representative for WTVS (TV) is to be Weed Television. General Electric equipment is planned for all three stations.

James E. Gordon, vice president and general manager of WJMR-TV New Orleans, uhf Ch. 61 grantee [B•T, Feb. 23], said that national representative would be The Bolling Co.

Robert R. Tincher, general manager of KVTV (TV) Sioux City, Iowa, vhf Ch. 9 grantee, said the station would be affiliated with the DuMont network, in addition to CBS-TV.

WKST-TV New Castle, Pa., uhf Ch. 45 permittee, expects to begin its test patterns the second week in March. A. W. Graham said that the station, which will start with an ERP of 20.8 kw, to be increased upon delivery of a high power transmitter later in the year to 208 kw, will serve the Pittsburgh-Youngstown territory, having within its primary coverage area a population of 680,000 persons.

Mr. Graham said figures furnished by major set distributors show an increase in the last 20 days of 502 uhf homes per day in the WKST-TV primary coverage area. He said that from Jan. 10 to Feb. 17, the number of uhf homes increased from 3,973 to 20,765.

The station's RCA transmitter is now being installed, Harry W. Reith, WKST-TV production manager, reported.

WCOV-TV Montgomery, Ala., grantee for uhf Ch. 20, said all equipment deliveries are on schedule with the exception of an RCA uhf antenna, but that the station hopes to get a test pattern on the air by late March.

The WCOV-TV Stainless Tower was to have been completed yesterday (Sunday). The first section of the tower was erected Feb. 19.

FACING KRON-TV San Francisco cameras at a special telecast when the station increased its power to 100 kw, are (l to r): Walter L. Eggert, president, Oakland Chamber of Commerce; Harold P. See, station manager, and J. W. Mailliard III, president, San Francisco Chamber of Commerce.

* * *

John W. Boler, president of KCJB-TV Minot, N. D., vhf Ch. 13 permittee, said the station may be on the air April 1 with the use of temporary facilities.

KCJB-TV has considerable equipment on hand, with the balance in transit, and with favorable weather conditions is in a position to begin telecasting at an early date, while permanent installations are being constructed south of Minot, Mr. Boler declared.

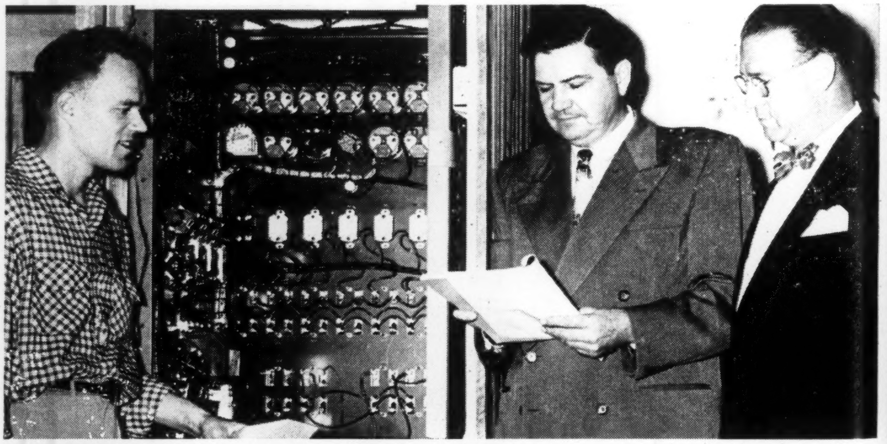
The station will be a primary CBS affiliate.

Philip Merryman, president and general manager of WICC-TV Bridgeport, Conn., stated last week that a television audience survey of the metropolitan Bridgeport-New Haven markets shows that WICC-TV will receive widespread acceptance. Mr. Merryman, citing statistics contained in the results of a survey conducted by Froman Market Research, said set ownership saturation ranged from 45% in Newton to 85% in Norwalk, with 70% in Bridgeport. He said that 75% of these sets probably will be converted to receive WICC-TV within the next year.

WGLV (TV) Easton, Pa., named Headley-Reed Co. as its national representative.

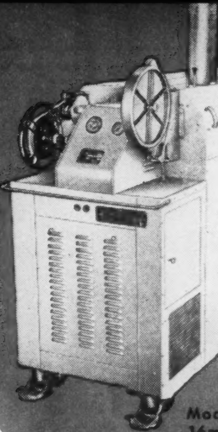
WHUM-TV Reading, which began operation on uhf Ch. 61 a week ago [B•T, Feb. 23], is operating from 11 a.m. to 11:30-12 midnight weekdays and from noon until 11:30-midnight Sundays. Station is a CBS-TV affiliate.

* * *


INSPECTING new amplifier which will boost WOAI-TV San Antonio's power to 100 kw, upon installation in mid-March, are (l to r) Al Hilstrom, TV supervisor; Charles L. Jeffers, enginering director, and Arden X. Pangborn, general manager.

98% of all U.S. TV stations use Houston-Fearless equipment

Houston-Fearless TV Crane, Model TC-1, offers extreme versatility. Camera lens can be raised quietly, from 3'-6" to 9'-6" while dollying.



Model 22, H-F developer for 16mm reversal films. It is self-contained, easy to operate, entirely automatic, daylight operating. Adaptable to negative, positive or 35mm films.

Smoother
BETTER SHOWS

are produced with

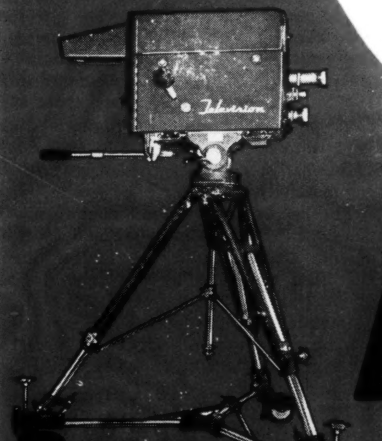
HOUSTON-FEARLESS EQUIPMENT

Top flight television showmanship is dependent not only on capable writers, producers and cameramen, but also on reliable studio equipment that will produce any desired camera effect smoothly and quietly with a minimum of effort . . . and on efficient film processing equipment that opens vast new sources of program material. That's why 98% of all U.S. television stations, as well as motion picture studios in Hollywood and throughout the world, rely on Houston-Fearless for matchless quality, proved performance and absolute dependability

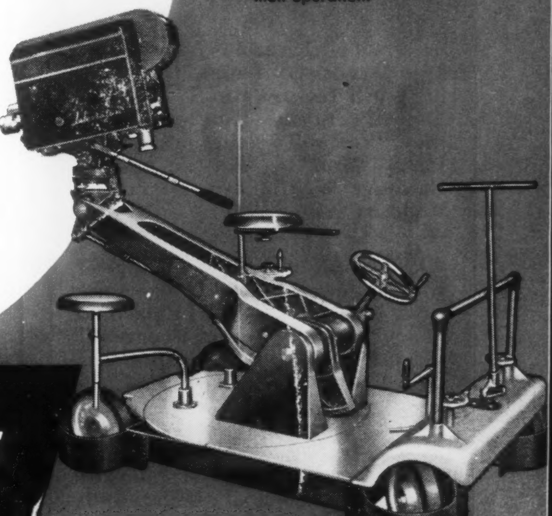
Model PD-3 H-F TV Camera Pedestal raises camera quickly, easily by lifting on steering wheel. Rolls smoothly for dolly shots. One man operation.

Houston-Fearless microwave parabola mounted on H-F tilt head and tripod. Also available in power-driven models operated by remote control.

In addition to building many models not shown here, Houston-Fearless offers extensive engineering and manufacturing facilities to produce special television and photographic equipment for your particular requirements. Write for information and catalogs.



Television's finest portable camera mount, Houston-Fearless friction head, all-metal tripod and tripod dolly. For studio or field use.



H-F Panoram Dolly provides countless camera effects . . . raising, lowering, panning, tilting, and dollying. Smooth and steady.

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HOUSTON
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Corporation

THE HOUSTON-FEARLESS CORP.
11807 W. Olympic Blvd.,
Los Angeles 64, Calif.

Please send catalogs on ☐ Friction Head ☐ Tripod
☐ Tripod dolly ☐ Panoram dolly ☐ TV Cranes
☐ Camera pedestals ☐ Film Processors
☐ Parabolas ☐ Remote control parabola

Name. . . . . Title. . . . .
Station or firm. . . . .
Address . . . .
City. . . . . Zone. . . State. . . . .

RADIO – ELECTRONICS
A Preview of Progress
I.R.E. CONVENTION
RADIO ENGINEERING SHOW

405
EXHIBITS

WALDORF-ASTORIA HOTEL
GRAND CENTRAL PALACE
NEW YORK CITY

MARCH 23-26 1953

Come again--

Broadcast Men!

Welcome to the Radio Engineering Show—

March 23-26, 1953
at New York City

19 IRE Professional Groups have prepared skillfully organized symposia and technical sessions on all phases of radio, TV, and electronics. These papers will keep you up-to-the-minute on the developments which are to come in the next few years—for the IRE Convention Theme is:

Radio-Electronics
"A Preview of Progress"

The colorful Annual Meeting on Monday at 10 (opening morning) will feature the "Founders' Award". Social Events include the "Get Together Cocktail Party" Monday, and the Annual Banquet Wednesday, all at the Waldorf Astoria Hotel.

405 Exhibitors are using 58,680 square feet — the entire four floors of Grand Central Palace, to give you a "Preview of Progress" in the apparatus, components and instruments of Radio-Electronics. Registration: IRE Members $1.00, Non-Members $3.00. Register at Grand Central Palace, 47th & Lexington Avenue, or The Waldorf Astoria Hotel, 49th & Lexington Avenue, New York City.

THE INSTITUTE OF
RADIO ENGINEERS

Robert M. La Follette Jr., WEMP Chmn., Found Dead

ROBERT M. La FOLLETTE Jr., 58, chairman of the board of WEMP Milwaukee, was found fatally shot at his Washington, D. C., home last Tuesday. The death was pronounced suicide by the coroner.

Mr. La Follette

Funeral services were held Friday at Grace Episcopal Church, Madison, Wis.

Since his defeat for the Senate in 1946 by the incumbent, Sen. Joseph R. McCarthy (R), Mr. La Follette had been an economic adviser and consultant, with offices in the National Press Bldg., Washington.

As board chairman of WEMP Mr. La Follette owned 315.625 shares of a total of 2,525 shares of Class A stock.

Surviving are his wife, Mrs. La Follette; two sons, Joseph Oden and Bronson Cutting, students; his brother Philip, former governor of Wisconsin and now a lawyer practicing in Madison.

KUDL to Begin May 1

CONSTRUCTION has begun on KUDL Kansas City, Mo., which is expected to go on the air with 1 kw on 1380 kc May 1, with its tower at 6200 Independence Ave. and studios at the Baltimore Bldg. David M. Segal, owner, will manage the station, with Bill Simons as chief engineer and Lee E. Baker consulting engineer.

KOKO Warrensburg, Mo., another station to be operated by Mr. Segal, is expected to be on the air in early summer, and together with KUDL and KDKD Clinton, Mo., will form a local network fed from Kansas City, Mr. Segal said.

Webster of McClatchy Dies

NORMAN D. (Hap) WEBSTER, 45, technical director of the McClatchy Broadcasting Co., died last week in St. Joseph's Hospital, Baltimore. He was stricken with a heart attack Feb. 11 while enroute from Washington to Camden, and was taken to the hospital from the train at Baltimore. Mr. Webster and John Hamlyn general counsel for the McClatchy Broadcasting Co. had been participating in the Sacramento Ch. 10 TV hearings in Washington which began in the middle of November, and which were recessed Feb. 19. Mr. Webster was enroute to RCA regarding the McClatchy TV grant in Fresno, Calif.

As technical director for McClatchy Broadcasting Co., Mr. Webster supervised KFBK-AM-FM Sacramento, KMJ-AM-FM Fresno, KGW Stockton, KERN-AM-FM Bakersfield, KBEE (FM) Modesto, all California, and KOH Reno, Nev.

WTIC Plans to Put AM, FM, TV In New, $2 Million Building

NEW RADIO-TV studio building costing $2 million will be constructed by WTIC Hartford if re-zoning and its TV plans are approved by the Hartford City Council and FCC, respectively. Paul W. Morency, vice president of Travelers Broadcasting Service Corp., has applied for a change in zoning laws to permit construction of the building 2½ miles from the city's center.

The proposed two-story building would occupy 80,000 square feet, including studio space for AM and FM, now housed in Travelers Insurance Co.'s buildings in the downtown area, and for television. Offices and administrative space would surround studios, built around a large glass rotunda enclosing a circular staircase. TV transmitter and antenna would be placed at WTIC's present transmitter site in Avon, Conn.

WTIC filed for a TV grant in 1947, and amended its request after the lifting of the freeze by petitioning for Ch. 3 with 100 kw.

Radio-TV Contribute $5,303,192 in Time to NCCC

DOLLAR value of time contributed by radio and television stations to the Broadcasting and Film Commission of the National Council of Churches of Christ in the U.S.A. during 1952 was estimated by the commission last week at $5,303,192.

This figure was contained in a report by the commission to be presented to its board of managers at the commission's annual meeting in New York tomorrow (Tuesday) and Wednesday.

The report said radio stations and networks granted some $2,355,023 in free time and television stations and network approximately $2,948,169 worth. For the year the total number of commission radio broadcasts were placed at 1,315 and TV broadcasts at 352.

"During 1952, representatives of 21 denominations participated in our programs," the report noted. "The total number of churchmen involved was 565 and the total number of workers, other than churchmen, was 10,728 for a grand total of 11,293 people."

The commission provided material and talent for 75 local and network TV special events programs and for 50 local and network radio shows of this type, according to the report. Singled out for especial cooperation were the *Mike and Buff Show* on CBS-TV, *Jack Berch Show* on ABC radio, and *Strike It Rich* on CBS-TV.

The summary described some 16 radio and TV programs currently produced by the council and offered suggestions for several new shows under consideration for 1953. It stressed that actual production costs of radio and TV programs during 1952 were $184,758 but would have run to $1,543,355 if the shows had been produced commercially.

The report listed overall commission expenses for 1953 at $480,051 and estimated income at $483,610. The budget already has been approved by the general board of the National Council of Churches.

Included on the docket of the annual meeting at tomorrow's session at the Henry Hudson Hotel will be a review of the commission's programs and a dinner meeting address by Harold Fellows, president of NARTB. Highlighting Wednesday's meeting will be election and installation of officers of the commission.

Lambert Named Director of U. of Missouri's TV Operation

APPOINTMENT of Dr. Edward C. Lambert of the School of Journalism, U. of Missouri, as director of the university's TV program, which embraces establishment of a commercial station on Ch. 8 to begin operation in July, was announced last week by the Board of Curators. He will also serve as assistant to the president, Frederick A. Middlebush.

Dr. Lambert, who was promoted from assistant professor to a full professorship in the School of Journalism, will have supervision over both radio and television curricula. He has been with the university for eight years and heretofore has been in charge of the radio sequence at the journalism school, as well as the news department, which includes news broadcasts over the university's AM station, KFRU.

Lester E. Cox, chairman of the Board of Curators and owner of KWTO Springfield, said that announcement of executive staff appointments of the new television station would be forthcoming soon. The station will be operated as a regular commercial entity but with emphasis on education.

WHUM-TV Interconnected

WHUM-TV Reading, Pa., was connected into the Bell System's intercity TV network facilities last Tuesday, getting network programs via a branch microwave channel stemming from the transcontinental microwave system at a radio relay station outside of Philadelphia. With the addition of WHUM-TV, AT&T now serves 121 stations in 77 U. S. cities.

E. P. (Bud) Mills Dies

ELLSWORTH P. (BUD) MILLS Jr., 53, commercial manager of WELL Battle Creek, Mich., died in that city Feb. 22. Mr. Mills had been with WELL since 1949. He was active in local civic affairs, especially boys' clubs. He is survived by his wife, Mrs. Dorothy Lee Mills, and a daughter, Mrs. Robert Rhinard of Eau Claire, Mich.

TV Booster Books Help Finance Crackers' Baseball

FAN FINANCING is offered as a solution to the problem of telecasting baseball games of the Atlanta Crackers on WSB-TV, that city. Earl Mann, Crackers president, is selling TV Booster Books for $5, tickets being good for any four games at the Atlanta park.

Under sponsorship of the Junior Chamber of Commerce, the public is asked to buy 25,000 of the $5 books. Complete games will be telecast Monday and Wednesday nights and Sunday afternoons, on WSB-TV.

"We know television is here to stay," said Thomas Richardson, president of the Eastern League and member of the minor league television committee, adding, "We hope minor league baseball is, too. But from the people that stay home and still see both, local clubs must have some compensation.

"The television monster—and it can be a marvelous monster—must live with baseball in the minors, and pay some compensation to be a partner. Televising major league baseball into minor league territory has definitely damaged the game. The setup in Atlanta looks good because baseball will get some direct monetary benefits. . . ."

Kane Heads NCAA Committee

NCAA's new TV committee, under chairmanship of Robert Kane, Cornell U., will explore the association's 1953 controlled football TV program at a three-day meeting later this month.

Mr. Kane was named to head the group at a two-day session in Chicago last week. Asa Bushnell, Eastern Collegiate Athletic Conference commissioner, was retained as TV program director. Meetings were at La Salle Hotel.

The TV committee meet in Kansas City March 19-21 will get down to brass tacks. It will hear recommendations and suggestions from members and attempt to put the program into concrete form before submitting it to the full NCAA membership for referendum vote.

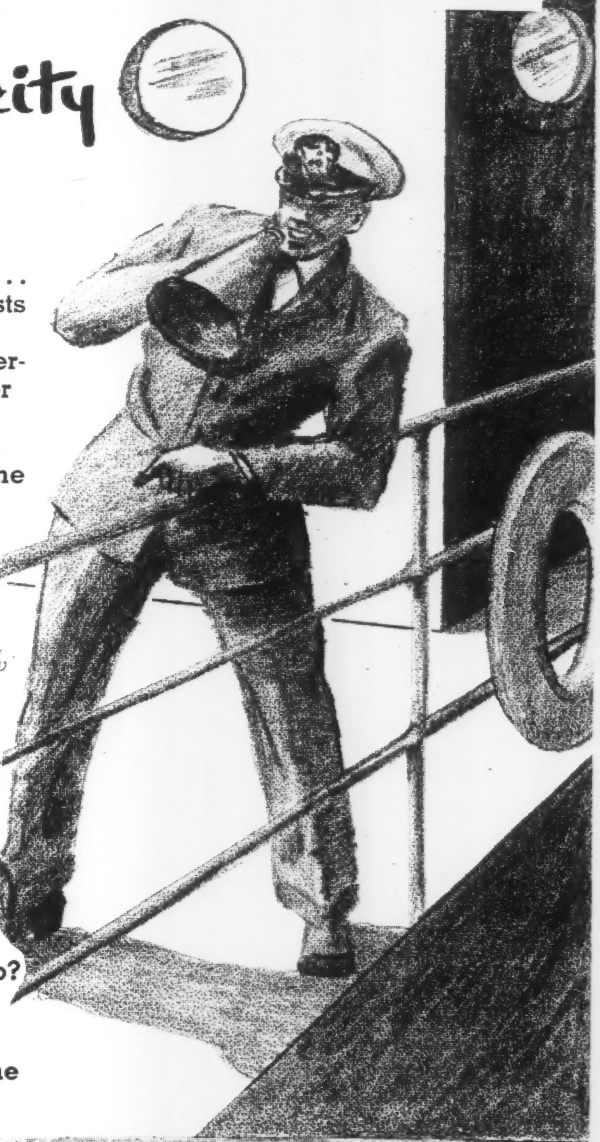
Red Cross Drive for Funds Opens With Ike Broadcast

PRESIDENT EISENHOWER yesterday (Sunday) officially opened the 1953 Red Cross fund campaign for $93 million in a message scheduled on all major radio and TV networks at the end of separate half-hour radio and TV shows starring well known figures.

The Red Cross goal, $8 million above last year and highest since the war years, had the support of networks and individual stations which were scheduled to feature or mention the Red Cross appeal on a majority of programs from 7 p.m. yesterday to 7 p.m. today. Also scheduled yesterday was the annual Red Cross broadcast of NBC's *Theatre Guild on the Air*, sponsored by U. S. Steel Co.

SPOKEN WITH THE VOICE OF

Authority



Just as the word of the ship's Captain goes unquestioned . . . so do the broadcasts by WWNC. Over the span of a quarter-century, this pioneer station of western North Carolina has earned a place in the minds and in the homes of listeners over an 11 county primary area.

When WWNC . . . which has an 82.4% penetration in the 50%-100% area as given by SAM . . . carries its authority and prestige to the vast majority of Western Carolina listeners . . . isn't it logical to assume that it is the best advertising buy, too?

An advertising message means more when vested with the voice of authority.

5000 WATTS **WWNC** DAY AND NIGHT

570 ON YOUR DIAL

CITIZEN-TIMES STATION IN ASHEVILLE, N. C.

REPRESENTED NATIONALLY BY H-R REPRESENTATIVES

Broadcasters Begin Tour Of Europe, Middle East

ABOUT 35 broadcasters and newspaper editors and publishers were scheduled to leave New York by air Friday for a look at the world situation in Europe and the Middle East.

Government officials, including Mutual Security Administrator Harold Stassen, briefed the group in Washington Thursday. The group, each person paying his own expenses, was to visit Germany, Austria, Yugoslavia, Greece, Egypt, Lebanon, Italy, France and Britain. Broadcasters include:

J. Patrick Beacom, WVVW Fairmont, W. Va.; Mr. & Mrs. John Biddle, WHUN Huntingdon, WCPA Clearfield, WAKU Latrobe, all Pennsylvania, and WJCM Sebring, Fla.; Mrs. Martha Hoiles, WFAH Alliance, Ohio; Josh Horne, WCEC Rocky Mount, N. C.; F. Parker Hoy, WLAM Lewiston, Me.; Bennett O. Knudson, KATE Albert Lea, Minn.; Mr. & Mrs. Karl F. Steinmann, WCUM-AM-FM Cumberland, Md.; Mrs. Sarah M. Scanlon, KRJF Miles City, Mont.; A. W. Schweider, KID Idaho Falls, Idaho; Marjorie R. Vickers, KPAC Port Arthur, Tex., and Ronald B. Woodyard, WONE-AM-TV Dayton and WTVQ (TV) Pittsburgh.

KING-TV Signs With NBC

OFFICIALS of KING-TV Seattle have signed a basic affiliation contract with NBC. The station became the primary affiliate in the Seattle-Tacoma area yesterday (Sunday). Plans for a new, 100 kw output are complete, and new equipment is expected to be operating by early summer, station executives report.

WAVE-TV Hoists Antenna

WHAT it claims to be the largest TV antenna ever completely assembled on the ground—with bat wings, coaxial cable and beacon lights in place—was hoisted last Tuesday to the top of a 500-ft. tower by WAVE-TV Louisville at its new tower site nine miles northwest of that city.

The new RCA six-bay antenna was 120 ft. long and weighed 9¼ tons, and WAVE-TV claims its coverage area will be increased 50% when it changes from Ch. 5 to Ch. 3 in April. A new RCA transmitter will boost the outlet's power from its present 24 kw to 100 kw, the station reports. Tower Engineering Co. Inc. of Houston, Tex., installed the antenna.

Representatives Shorts

Sears & Ayer Inc. appointed national representative by KARE Atchison, Kan.

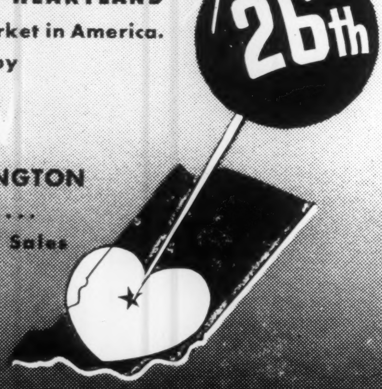
Everett-McKinney Co., N. Y., appointed national representative by KLBS Houston, Tex.

National Radio Representatives, West Hempstead, N. Y., relocates at Empire Theatre Bldg., Glens Falls, N. Y.

Robert S. Keller Inc., N. Y., named New York representative by KPOL Los Angeles.

Everett-McKinney Co., N. Y., appointed representative for WNLC New London, Conn.

Stephens & Towndrow, Toronto, appointed eastern Canadian representative for CHUB Nanaimo, and CJAV Port Alberni, B. C.



The "HOOSIER HEARTLAND" is the 26th TV Market in America.
Served and sold by
WTTV
from BLOOMINGTON
2 Million People . . .
$2 Billion Retail Sales

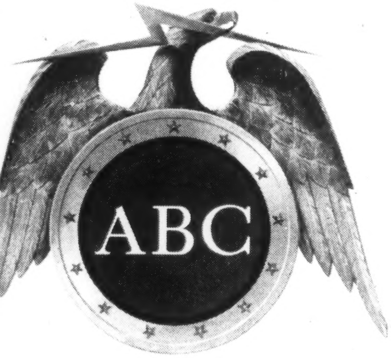
WTTV—affiliated with all nets—maintains its own micro wave relay system from Cincinnati to bring LIVE network shows to the "HOOSIER HEARTLAND." WTTV is owned and operated by Sarkes Tarzian, and represented nationally by

ROBERT MEEKER ASSOCIATES, Inc.
New York · Chicago · Los Angeles · San Francisco

It's Now WABC-AM-FM-TV; ABC Also Changes Slides

ABC was set to integrate its network call letters into those of its owned AM, FM, and TV stations in New York yesterday (March 1), changing them from a WJZ base to WABC-AM-FM-TV and at the same time adopting new station identification slides for all five of its owned TV outlets.

The network, still busy on plans for expansion under its new sponsorship and operation by American Broadcasting-Paramount Theatres Inc. [B•T, Feb. 16, 23], also was slated to start use yesterday of a new symbol: An American eagle on a "Federal Mirror," which will be featured on the TV network indentification signature, on ABC equipment and buildings, and on advertising, promotion and other printed material of the network (see cut).



The new station identification slides of ABC-owned stations—WABC-TV, WBKB (TV) Chicago, WXYZ-TV Detroit, KECA-TV Los Angeles, and KGO-TV San Francisco—feature the call letters over a bolt of lightning, symbol of communications, and bear a large "7," the channel number of all five outlets.

The switch of WJZ's call letters to WABC returns that call to New York where, until a few years ago, it was used by CBS' key station, now WCBS.

Stone Succeeds Hede at ABC

ROBERT L. STONE, business manager of ABC-TV's sales department, has been named business manager of the network's television services department, effective today (Monday), succeeding Henry Hede, who was named administrative assistant to the ABC treasurer Jan. 1.

Malcolm (Bud) Laing, business manager of ABC-TV station clearances, will succeed Mr. Stone. In turn, George Smith, manager of ABC-TV's co-op sales department, will replace Mr. Laing as business manager of station clearances for TV.

'Doc Corkle' Settlement

SETTLEMENT of contracts involved in the NBC-TV *Doc Corkle* program, sponsored by Reynolds Metals Co. last fall and cancelled after four weeks, has been completed by Freeman Keyes, packager. Eddie Mayehoff, comedian and star of the short-lived show, reportedly accepted a settlement of $50,000 for his 39-week contract; and Arnold Stang, a supporting player, received $10,000. Other contracts yet to be settled, it is understood, include those of Billie Burke, Hope Emerson and Connie Marshall, and writers Robert Fisher, Devery Freeman and Alan Lipscott.

DECEMBER NETWORK REVENUE UP

Publishers Information Bureau says a big reason for the drop in network radio and TV gross sales is the 10% rate reduction effected by NBC and CBS in mid-1951. Last year's sales were bolstered by about $2 million in political purchases and another $2¼ during conventions and the election.

GROSS TIME SALES of the four nationwide radio networks in December were slightly ahead of the gross for December 1951—$14,925,099 to $14,619,048—although the totals for the full years show 1952's gross of $163,453,466 more than $11 million below the 1951 total of $174,718,594, according to data compiled by Publishers Information Bureau.

Explanation, at least in part, is that a 10% reduction in gross rates was effected by CBS and NBC in July 1951, so that all of 1952 business was calculated at the lower rate in comparison to only half of 1951, while both Decembers were figured on the same rate basis. PIB figures are based on one-time rates, before discounts of any kind.

Gap between 1951 and 1952 billings would have been even wider if 1952 had not been a Presidential election year, bringing the networks $1,700,569 revenue (gross) from time sales to the political parties and organizations, and another $2,274,266 worth of time purchased by business concerns which sponsored broadcasts of the political conventions of Democratic and Republican parties and of the election return tabulations, as well as a *Pick the Winner* campaign series sponsored by Westinghouse Electric Corp.

Westinghouse also sponsored convention and election coverage on CBS, as did Admiral Corp. on ABC and Philco Corp. on NBC. General Tire & Rubber Co. and *Farm Journal* sponsored convention newscasts on MBS and General Motors Corp. bought Mutual's election night coverage.

Political groups spent about $250,000 more for periods on radio networks than they did for TV network time [B•T, Feb. 23], contrasted with commercial sponsors of political broadcasts who bought $800,000 more TV than radio network time. In both instances, political expenditures do not completely represent additional network business because many campaign speeches were broadcast in time recaptured from other sponsors and because advertisers buying political programs might otherwise have sponsored other network shows.

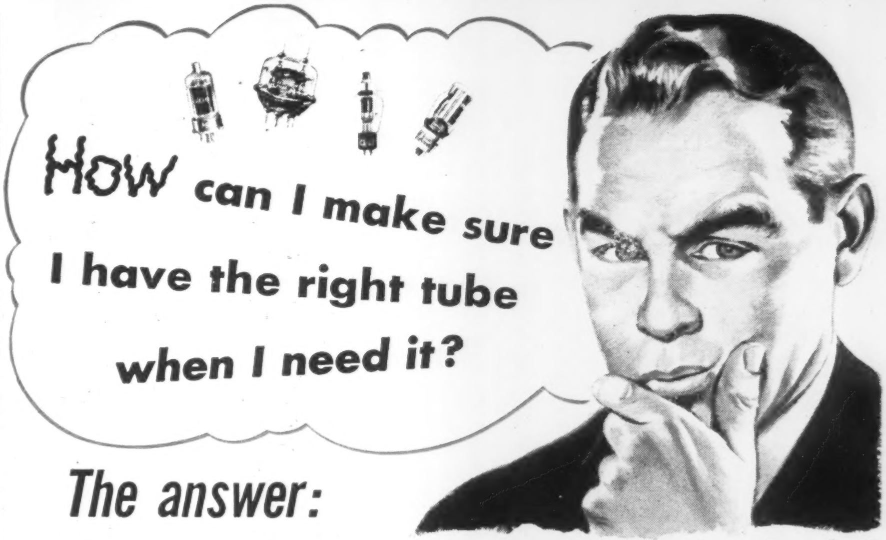
In December, Procter & Gamble Co. was,

* * *

TABLE I

Top Ten Radio Network Advertisers in December 1952

1	Procter & Gamble Co.	$1,396,214
2	Miles Labs	639,798
3	Sterling Drug	630,413
4	General Foods Corp	578,856
5	General Mills	568,262
6	Gillette Co.	520,314
7	Lever Brothers Co.	441,660
8	Colgate-Palmolive-Peet Co.	404,864
9	R. J. Reynolds Tobacco Co.	378,534
10	American Home Products Corp.	375,895


How can I make sure
I have the right tube
when I need it?

The answer:

RCA's new Tube Requirement Analysis!

Now you can stop worrying about the possibility of a station shutdown because of tube failure—in the event you have neglected to reorder a key tube type. Now you can also save money by avoiding "overstocks." RCA's new Tube Requirement Analysis gives you smooth control over your broadcast tube requirements.

Get in touch with your RCA Tube Distributor

Give him all the information you can about your electronic equipment, the tube types involved, and your special requirements. In this way, you bring him up to date on the services in which your tubes are operated.

He analyzes your needs

Then your RCA Tube Distributor can prepare a record of movement on each tube type required for your station equipment—can study *your* specific tube requirements.

He recommends a plan for YOU

Now, your RCA Tube Distributor presents a tube inventory plan—simplified and "tailored" specifically to your operations. He keeps up to date on your inventory . . . and backs it up with inventory service on his end, too! No overstocking. No shortages. Yet you can be sure you have the right tube—when you need it!

RCA's new Tube Requirement Analysis is available exclusively through your local RCA Tube Distributor. Call or write him, today. There is no charge or obligation for this service.

RADIO CORPORATION of AMERICA
ELECTRON TUBES HARRISON, N. J.

TABLE II

LEADING RADIO NETWORK ADVERTISER OF EACH PRODUCT CATEGORY FOR DECEMBER 1952

Category	Advertiser	Gross Time Expenditures
Agriculture & Farming	Allis-Chalmers Mfg. Co.	$ 34,593
Apparel, Footwear & Access.	Seeman Brothers	55,320
Automotive, Auto. Equip. & Access.	Chrysler Corp.	114,779
Beer, Wine & Liquor	Miller Brewing Co.	63,123
Bldg. Materials, Equip. & Fixtures	Johns-Manville Corp.	72,920
Confectionary & Soft Drinks	William Wrigley Jr. Co.	146,399
Consumer Services	A T & T	77,633
Drugs & Remedies	Miles Labs.	639,798
Food & Food Products	General Foods Corp.	571,028
Gasoline, Lubricants & Other Fuels	Standard Oil Co. of Indiana	107,696
Horticulture	Garden Guild of America	935
Household Equipment	Philco Corp.	129,128
Household Furnishings	Naumkeag Steam Cotton Co.	53,162
Industrial Materials	U. S. Steel Corp.	$ 98,712
Insurance	Prudential Insurance Co. of America	74,797
Jewelry, Optical Goods & Cameras	Longines-Wittnauer Watch Co.	80,612
Office Equip., Stationery & Writing Supplies	Hall Bros.	66,580
Publishing & Media	First Church of Christ Scientist	19,130
Radios, TV Sets, Phonographs, Musical Instruments & Access.	RCA	63,166
Retail Stores & Direct By Mail	Dr. Hiss Shoe Stores	2,436
Smoking Materials	R. J. Reynolds Tobacco Co.	378,534
Soaps, Cleansers & Polishes	Procter & Gamble Co.	1,032,338
Toiletries & Toilet Goods	Gillette Co.	520,314
Transportation, Hotels & Resorts	Assn. of American Railroads	78,488
Miscellaneous	American Federation of Labor	110,264

* * *

RADIO NETWORK GROSS TIME SALES BY PRODUCT GROUPS FOR DECEMBER AND JANUARY-DECEMBER 1952, COMPARED WITH 1951

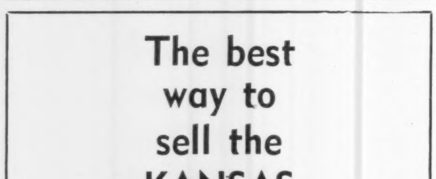
TABLE III

Category	Dec. 1952	Year 1952	Dec. 1951	Year 1951
Agriculture & Farming	$ 64,557	$ 754,765	$ 68,811	$ 664,490
Apparel, Footwear, Access.	78,986	420,187	34,672	601,070
Automotive, Automotive Access. & Equipment	521,714	4,376,300	464,144	4,292,975
Beer, Wine & Liquor	237,454	2,203,316	167,243	3,177,634
Building Materials, Equip. & Fixtures	74,304	1,023,408	109,553	1,394,065
Confectionary, Soft Drinks	337,318	5,296,820	607,801	6,264,183
Consumer Services	223,928	2,264,301	206,003	2,687,243
Drugs & Remedies	2,015,042	21,029,955	1,725,303	22,131,627
Entertainment, Amusements	....	6,090	....	5,723
Food & Food Products	3,451,668	36,833,737	3,481,723	42,485,936
Gasoline, Lubricants & Other Fuels	446,187	5,179,888	512,189	5,721,984
Horticulture	935	114,086	....	96,451
Household Equipment & Supplies	759,201	6,561,099	299,399	3,159,742
Household Furnishings	143,104	1,435,115	105,274	1,004,877
Industrial Materials	237,518	2,114,852	257,465	2,186,090
Insurance	$ 253,574	$ 3,335,753	$ 309,027	$ 3,284,269
Jewelry, Optical Goods and Cameras	128,896	1,006,903	137,132	1,193,275
Office Equipment, Writing Supplies, Stationery	66,580	642,675	64,716	664,011
Political	....	1,700,569	....	....
Publishing & Media	19,130	536,884	17,921	361,451
Radios, TV Sets, Phonographs, Musical Inst. & Acces.	189,741	2,876,575	221,251	2,747,135
Retail Stores	2,436	33,234	1,185	31,367
Smoking Materials	1,321,704	15,959,995	1,794,490	20,610,365
Soaps, Polishes, Cleansers	1,587,544	18,325,951	1,432,030	17,948,730
Sporting Goods & Toys	......	83,427	....	....
Toiletries & Toilet Goods	2,263,390	23,215,160	2,025,457	25,787,368
Transportation, Travel & Resorts	78,488	883,426	126,114	1,261,023
Miscellaneous	421,700	5,148,995	450,145	4,955,510
Total	$14,925,099	$163,453,466	$14,619,048	$174,718,594

SOURCE: Publishers Information Bureau

* * *

as usual, top user of radio network time, and the only advertiser to buy more than $1 million worth during the month (Table I). Leading advertisers in December, by product groups, are listed in Table II, while total network time purchases of all advertisers comprising each product group for December and the full year, 1952 compared to 1951, are shown in Table III.



The best way to sell the KANSAS FARM MARKET

use the KANSAS FARM STATION

WIBW

CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW-KCKN

Rep. Capper Publications, Inc.

Mickelson Defends Rights Of Radio-TV in Courts

RADIO and television has a right to cover all events in the public interest, Sig Mickelson, CBS-TV director of news and public affairs, declared Friday at a day-long Fair Trial Free Press Conference of the New York County Lawyers' Assn.

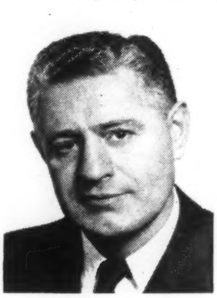
Mr. Mickelson represented radio and television in a panel on the law and the press in general, including radio and TV.

Mr. Mickelson asserted that the "collision which occasionally occurs between the courts and the press is a contest, not between right and wrong, but between two rights."

He declared radio and television were not strongly concerned with coverage of court trials, as are the printed media, saying structures of the media are such that protracted trial coverage is not likely. But he said the broad subject was of paramount concern to radio and TV because of "legislation, hearings and investigations which accompany the framing and execution of laws."

NBC Promotes Heilweil

PROMOTION of Murray Heilweil, assistant manager of NBC's merchandising department, to the newly-created post of manager was announced Wednesday by Fred N. Dodge, director of the department. Mr. Heilweil joined NBC's merchandising department as assistant manager in Jan. 1952 at the time of its organization. He served previously for six years with the *American Weekly* as assistant to the merchandising director.



Mr. Heilweil

New DuMont Stations

AFFILIATION of four new TV stations with DuMont Television Network was announced Feb. 20 by Elmore B. Lyford, DuMont's director of station relations. Bringing DuMont's total to 94, new affiliates are:

KTNT (TV) Tacoma, owned and operated by *Tacoma News-Tribune*, scheduled to go on air on vhf Ch. 11 March 1; WPAG-TV Ann Arbor, Mich., owned and operated by Washentaw Broadcasting Co., uhf Ch. 20, March 15; KAFY-TV Bakersfield, owned and operated by Bakersfield Broadcasting Co., uhf Ch. 29, May 1, and KTTS-TV Springfield, Mo., owned and operated by Independence Broadcasting Co., vhf Ch. 10, March 1.

CBS Signs WHYN

SIGNING of WHYN Holyoke, Mass., as affiliate of CBS Radio, effective June 15, was announced Feb. 20 by William A, Schudt, network vice president in charge of station relations. Station, on 560 kc with 1 kw and currently affiliated with Mutual.

CBS-TV New Affiliates

SIGNING of two new affiliates by CBS-TV—KEYT (TV) Santa Barbara, Calif., and WBAY-TV Green Bay, Wis.—was announced by the network last week. Both will be primary supplementary noninterconnected affiliates, effective March 15 for WBAY-TV and April 1 for KEYT. KEYT, assigned vhf Ch. 3, is owned by Santa Barbara Broadcasting and Television Corp. Harry C. Butcher, owner of KIST Santa Barbara, is chairman of the board. WBAY-TV is owned by the Norbertine Fathers, licensee of WBAY, and is assigned vhf Ch. 2. Hayden R. Evans is general manager.

KGNC-TV to Join NBC

KGNC-TV Amarillo, currently under construction and slated to commence operations March 18, last Thursday signed for affiliation with the NBC television network. KGNC-TV is owned by Plains Radio Broadcasting Co., licensee of KGNC, and is headed by B. E. Walker.

NBC SALES ARE 23% OF '52 RCA INCOME

RCA annual report shows record profits, taxes. NBC signed 16 radio, 6 TV affiliates in '52.

NBC SALES totaled $162,561,000 in 1952, a new record high that topped the 1951 record by 18.4% and accounted for 23.4% of RCA's total income of $693,941,000, according to RCA's annual report, distributed last Friday.

RCA's 1952 gross represented a 15.9% increase over the 1951 gross of $598,955,000. Profit before taxes was $67,362,000 in 1952, up from $62,033,000 in 1951 but representing only 9.7% of the gross, whereas the 1951 profit amounted to 10.4% of that year's gross. Net profit, after taxes, was $32,325,000, 4.7% of the gross and $2.52 per share of common stock. In 1951 the net was $31,193,000, 5.2% of the gross and $2.22 per common share.

Total RCA taxes for 1952 were $66,607,000 up 7% above 1951. "In relation to earnings, this was the largest amount for any year since the end of World War II," RCA reported.

Preferred dividends of $3,153,000 ($3.50 per share) were declared during 1952, and common dividends of $13,858,000 ($1 per share). At the end of the year there were $181,605 RCA stockholders: 13,421 holders of preferred stock and 168,184 holders of common.

Discussing the 1952 activities of NBC, the RCA report noted that during the year 16 stations joined the radio network, bringing the total to 206, and six new TV affiliates were added to give the NBC-TV network a total of 70, with 13 more signed who are expected to go on the air early this year.

NBC's Integration

Integration of NBC's radio and TV operations "permitted the consolidation of many positions and other economies in the use of personnel," the report stated, but expansion of NBC operations, particularly in TV, found NBC in December with more than 4,200 regular employes, approximately 100 more than in December 1951.

Radio and TV network gross time billings were "higher than in any previous year," the report said. "The stations owned by NBC also established an all-time record in sales volume for the group."

Work on transistors, uhf equipment and color TV, performed by RCA laboratories in cooperation with the engineering staffs of NBC, RCA Victor and other RCA divisions, highlighted the section devoted to RCA Labs.

RCA Victor, the corporation's manufacturing division, in 1952 had its biggest year in sales of products and services, the report stated. Despite government controls on materials, the number of TV sets sold during the year was about the same as in 1951, although "dollar volume was down slightly because of lower prices." Although TV's rising popularity "resulted in an industry-wide decline in the sale of radio receivers, RCA Victor's preeminence in the field was maintained and strengthened."

A complete range of equipment for uhf transmission and reception was in production by the end of the year, including three types of uhf selectors and a combination vhf-uhf tuner, and a uhf oscillator tube for TV receivers, as well as two uhf transmitting tubes. Increased sales of TV station equipment were the main cause of an increase of more than 20% in commercial sales of engineering products in 1952 over 1951.

Raytheon Explains Uhf

RAYTHEON Television and Radio Corp. claims a "first" by telecasting TV set servicing information to the public via WFPG-TV Atlantic City.

The one-hour public service telecast was aired a fortnight ago by Willis L. Ashby of Raytheon's sales engineering and service department with the cooperation of William King, coordinator of audio-visual education for the New Jersey Dept. of Education.

Material was based on Raytheon's service training program, "How to Interpret What You See in Uhf," and was telecast by WFPG-TV, credited with being the first factory-built uhf outlet in the nation to go on the air.

AT&T Boosts Net Income

NET INCOME of AT&T during 1952 was $358,493,204, compared with $326,944,708 during 1951, the company disclosed in its annual report last week. Earnings per share were $10.09, compared with $10.54 per share in 1951.

Cleo F. Craig, AT&T president, reporting on new radio relay and coaxial cable systems, pointed to development by Bell Labs. of the transistor, the tiny electronic device which, he explained, "can do many things that vacuum tubes do and many more besides."

Multi-TV Trend Continues

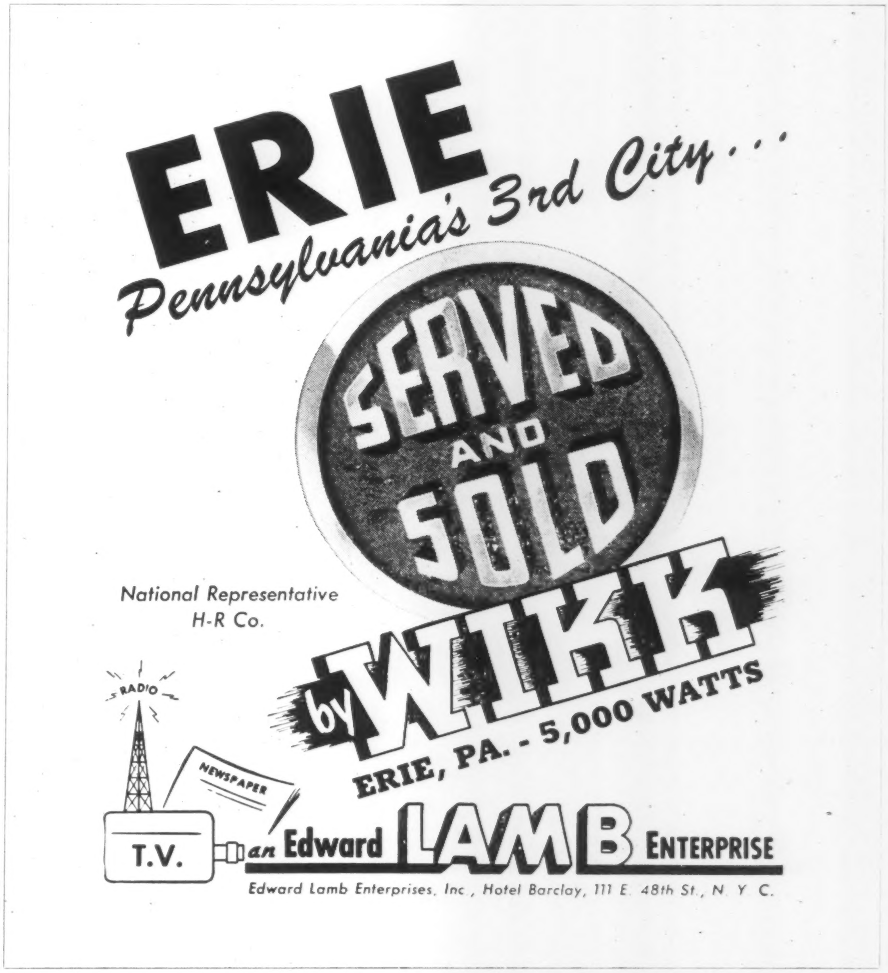
DEFINITE trend to two and three-television receiver homes, with an increase in the number of multi-TV set homes following the pattern of radio 20 years ago, were noted last week by Dan D. Halpin, general sales manager of the receiver division, Allen B. DuMont Labs. Mr. Halpin said two to three million sets of the current 22 million already are second sets, and only 2% of families purchasing new receivers turn in their sets. The old receiver goes to the children, in a recreation room or perhaps a bedroom, he added.

DuMont Quarterly

BOARD of directors of Allen B. DuMont Labs. has declared regular quarterly dividend of $0.25 per share on 5% cumulative convertible preferred stock payable April 1 to stockholders of record at close of business March 16.

Western Electric Income

WESTERN Electric Co., New York, announced Friday that total gross income for the year ended Dec. 31, 1952, amounted to $1,318,979,725 as against $990,520,773 for the corresponding period in 1951. Net income for 1952 was $47,081,705 as compared with $45,812,205 in 1951.


ERIE
Pennsylvania's 3rd City...
SERVED AND SOLD
by WIKK
ERIE, PA. - 5,000 WATTS
National Representative
H-R Co.
RADIO
NEWSPAPER
T.V.
an Edward LAMB ENTERPRISE
Edward Lamb Enterprises, Inc., Hotel Barclay, 111 E. 48th St., N. Y. C.

WGN-TV Using New Lens

WGN-TV Chicago now is operating the first of two electrically controlled Walker Electro Zoom lenses, designed especially for studio use. It has proved very effective on news programs and panel shows, according to engineers and directors. Device permits a single stationary camera to switch from a closeup to a wide-angle shot and may be adjusted to positions ranging from 8 to 100 feet.

60 Attend RCA Victor's Video Clinic at Camden

WEEK-LONG TV clinic opened Thursday by RCA Victor Div. at its Camden, N. J., plant was attended by more than 60 broadcast engineers who toured the firm's new experimental studios and laboratories for development of broadcast studio equipment.

The engineers, including two from Japan and several from Canada, witnessed demonstrations in the firm's new experimental broadcast studios. Included also are two control rooms, an auxiliary control room, a film projection room and a power supply room.

The laboratories visited included systems, audio, film projection, advanced development, microwave, camera, advanced video development and terminal equipment.

CBS-Columbia Ad Plans

ADVERTISING program plans for the first six months of 1953 for CBS-Columbia television sets are complete, Gerald Light, advertising director, said last week. The advertising and promotion budget will be the highest in relation to sales in the industry, he said. "No media will be ignored" and radio and TV spot campaigns will be part of the plan, he said. An agency representative of Ted Bates Inc., New York, said no starting date is set for spot activity.

New Cable Triples Load

NEW coaxial cable system with three times the capacity of earlier ones was put into operation Tuesday on the New York-Philadelphia route, A. F. Jacobson, director of operations of AT&T's Long Lines Dept., announced. One cable along the route has been equipped with the new system, known as "L-3 carrier," he said, with one pair of coaxial tubes able to transmit as many as 1,800 telephone conversations simultaneously or one TV program in each direction plus 60 phone conversations.

Shorts

Stancil-Hoffman Corp., Hollywood, announces production of three channel stereophonic 35 mm magnetic film reproducer identified as Model S5. Occupying rack space of approximately 50 inches high, it includes film transport, three reproducing amplifiers, power supply and differential motor. Space is provided for maximum of 16-inch reel.

Daven Co., Newark, N. J., announces development of decade counter switch, Type 410, designed particularly for work requiring indication of shaft position at remote points.

Equipos Electronicos de Mexico, S. A., named co-distributor of Motorola communications products in Mexico.

Daven Co., Newark, N. J., announces development of patented molded "Knee-Action" rotor for use on its 1¾" diameter attenuators and switches.

Neely Enterprises Inc., L. A., appointed manufacturer's representative to electronic industry for Reeves Soundcraft Corp. Neely firm will cover California, Nevada, Arizona and New Mexico.

Radio Shack Corp., Boston, has published eight-page rotogravure sales bulletin featuring firm's TV and industrial electronic parts.

Audio & Video Products Corp., N. Y., has released four-page illustrated catalog with specifications and prices on complete line of Ampex recording equipment and audio accessories.

Hycor Co., North Hollywood, Calif., announces development of new sound effects filter, Model 4200, requiring only 3½ inches of rack space.

Crenshaw Co., Memphis, Tenn., appointed distributor of radio-TV receivers for CBS-Columbia Inc., Brooklyn, N. Y.

C. J. Voneman & Assoc., Lakewood, Ohio, appointed representative for H. H. Buggie & Co., Toledo (communications and electronic equipment), in Ohio, Kentucky and southern Indiana.

Helipot Corp., South Pasadena, Calif. (precision electronic products), opens temporary quarters at 57 State St., Newark, N. J. Permanent building at Mountainside, N. J., will be ready for occupancy in late March.

Hugh H. Eby Inc., Phila., announces availability of new crossover network which combines uhf and vhf in single antenna system.

Lundey Assoc., Waltham, Mass., announces production of Series #199, new group of miniature, hermetic terminals with current rating 8 amperes. Terminals are available in three electrode styles: Hollow electrode with eyelet for minimum internal clearance, solid electrode with single turret and solid electrode with double turret.

Clark R. Gibb Co., Minneapolis, Minn., appointed representative in Minnesota and North and South Dakota by Condenser Products Co.

Hewlett-Packard Co., Palo Alto, Calif., announces production of new signal generator for use as power source for driving bridges, slotted lines, antennas and filter networks. Unit is designated Model 612A.

Daven Co., Newark, N. J., announces availability of new Attenuation Network Series 790. Type is designed for use in gain and loss measurements on filters, transformers, amplifiers and associated transmission equipment for both audio and video range.

Emerson Radio Westchester Inc., White Plains, N. Y., appointed distributor of Westinghouse Reliatron tubes in Westchester and Putnam Counties, N. Y., and Fairfield County, Conn.

Berkeley Scientific Div., Beckman Instruments Inc., Richmond, Calif., announces production of events-per-unit-time meter Model 5558, high-speed electronic counter combined with time base to provide instrument that will automatically count and display number of events that occur during precise time interval.

Kearns Argues in Favor Of New Labor Bill

ARGUMENT in favor of a bill (HR 3146) to plug loopholes in National Labor Relations Law, affecting featherbedding, and which has significant implications for broadcasters, was made last week before the House Educational and Labor Committee by its sponsor, Rep. Carroll D. Kearns (R-Pa.).

The House Labor Committee has been holding hearings on revisions of the Taft-Hartley Act and has heard sponsors of the various measures.

Rep. Kearns, a card-carrying member of the American Federation of Musicians (he used to teach high school music) who is also a long-time member of the House Labor Committee, proposed to amend the anti-featherbedding provisions of the Labor Law by making it an unfair labor practice "to cause or attempt to cause an employer to pay or deliver or agree to pay or deliver any money or other thing of value, in the nature of an exaction, for services which are not performed or not to be performed, or not necessary or required to be performed. . . ."

The present law calls an unfair labor act only payment or attempted payment for services not performed or not to be performed.

That this provision does not now apply to services not necessary or not required was the ruling of the National Labor Relations Board in the case of Gamble Enterprises Inc. The NLRB was overruled by a U. S. Court of Appeals and appealed to the Supreme Court, which heard oral argument last November [B•T, Nov. 24, 1952].

In the Gamble case, the local AFM union attempted to require the Palace Theatre in Akron, Ohio, to hire a house orchestra, even though the theatre used "name" bands and a local orchestra was not required.

As of last week, the AFM had not asked to be heard on Rep. Kearns' bill. NARTB was planning an appearance on all facets of the Labor Law concerning broadcasting.

Publicist Guild to Vote

NBC and ABC Hollywood publicists' unanimous vote to withdraw from the Publicists Guild and join the National Assn. of Broadcast Engineers and Technicians (CIO) will be discussed and voted upon at a PG meeting tonight (Monday).

If the guild, which has charged NABET with raiding its membership, refuses to honor the request, network units will petition the National Labor Relations Board for an election. The present guild contract expires April 30. Proposed switch involves nine members from NBC and six from ABC.

SAG-Producers Contract

RATIFICATION of a proposed contract covering actors in TV filmed commercials was expected to be completed over the weekend as some 3,500 Screen Actors Guild members in New York, Chicago, Detroit and Hollywood voted on the proposal.

An SAG spokesman pointed out that if the contract were approved by the membership, it would end a 13-week strike against the producers and would make union actors eligible for work on filmed TV commercials today (Monday). The pact was approved by SAG's board of directors and the Film Producers Assn. of New York on Feb. 19 [B•T, Feb. 23].

IN MICHIGAN...

FM Pulled Twice the Inquiries at 1/8 the Cost

FM commercials in Grand Rapids and Detroit areas *only* out-pulled same commercials broadcast over AM with full-state coverage.

Are you up-to-date on FM? This is another report of actual results in a nationwide campaign of keyed spot announcements for Zenith Hearing Aids. It adds actual case history results to your surveys and statistics on FM coverage of AM "holes" and "white spots."

More "pull" for less money. In the state of Michigan, for example, full theoretical AM coverage was used, while FM coverage was purchased only in Grand Rapids and Detroit. In spite of this, FM out-pulled AM two to one, with a cost per inquiry only 1/8 that of AM.

Help where you need it. Better investigate *all* the areas where you *thought* AM could do the job alone. You'll find many areas where you need FM to get your message through because of static and local interference. FM gets results—at lower cost.

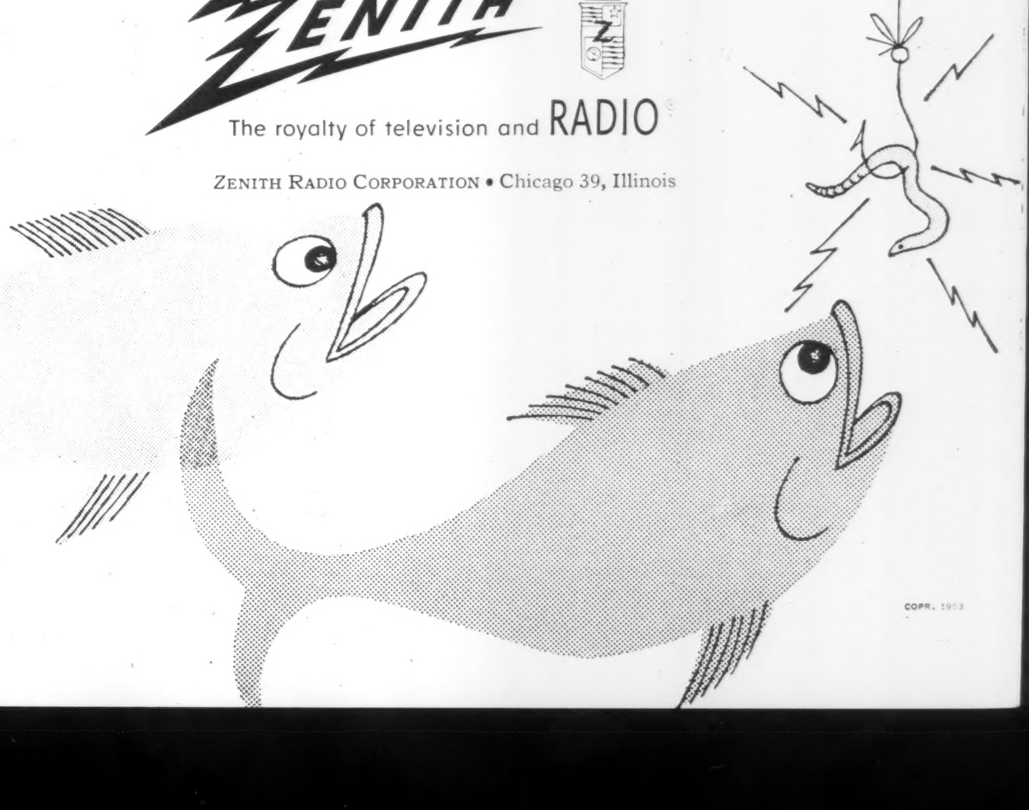
Note to FM Stations:

Your Zenith distributor will gladly help promote your station and programs through dealers, in newspaper ads and displays. Get in touch with him today.

ZENITH

The royalty of television and RADIO

ZENITH RADIO CORPORATION • Chicago 39, Illinois

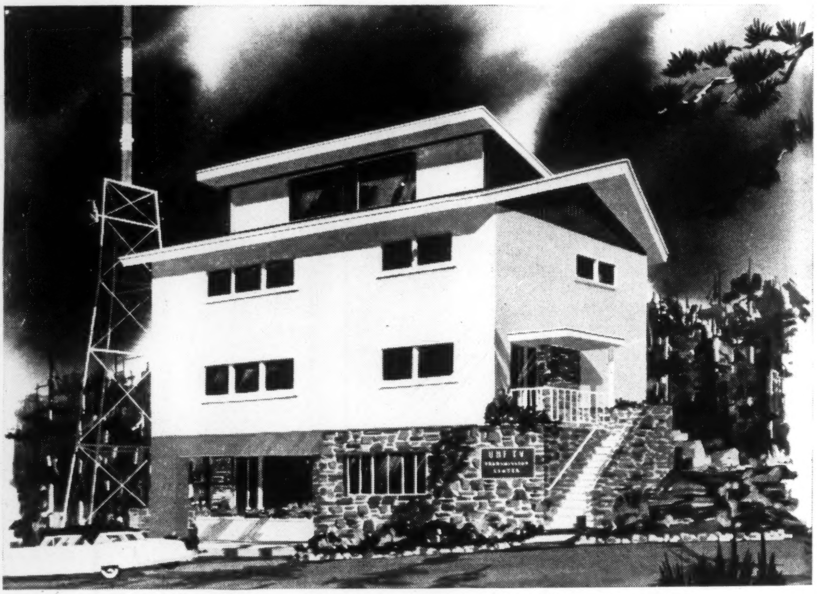


COPR. 1953

TELEQUIPMENT NEWS

Published by the General Electric Company, Electronics Park, Syracuse, N.Y.

PIONEER UHF STATION ORDERS G-E 12 KW TRANSMITTER



KPIK's new UHF transmitter site on Mt. Wilson. KPIK will serve the country's third largest market from a mile above metropolitan Los Angeles

California's Experimental Station KM2XAZ Prepares New Mt. Wilson Site For Arrival Of G-E High-Power UHF Transmitter

John Poole

After nearly five years of experimenting with UHF broadcasting, the John Poole Broadcasting Company, Los Angeles, has ordered a General Electric 12 KW UHF Transmitter for the earliest possible shipment.

At present, Poole Broadcasting is operating 10 KW AM Station KBIG, daytime only, on Catalina Island and a UHF Station, KPIK, on a new Mt. Wilson site. The transmitter now being used for the television station delivers approximately 100 watts output and was built for John Poole by Stanford University. It utilizes a special system of modulation which combines the output of two separate chains of RF amplifiers.

These two amplifier chains amplify frequency modulated signals which are combined in the output in such a phase that amplitude modulation results.

Operation Manager Pleased

Clif Gill, Operations Manager, recently said: "We wouldn't have ordered the G-E 12 KW Transmitter unless we knew it would bring us the kind of results we are after. Our UHF technicians have checked very carefully the specifications of this transmitter. Their genuine enthusiasm makes us feel certain we'll be satisfied."

The John Poole Broadcasting Company AM Station KBIG is the well-known Westcoast station that defied those who said, "there wasn't room for another station in Los Angeles." Poole decided he would enter the California broadcasting picture with something a little different to offer, creating a "product" tailored to fit listener needs, and promoting it to the maximum. The station was set up on Santa Catalina Island to take advantage of the salt water strip between it and the mainland. The station delivers a signal of great clarity over a tremendous area —more than 26,000 square miles of Southern California and surrounding states. KBIG went on the air in June, 1950 and by August it was in the black.

Long FM Tube Life Surpasses Guarantee

Although the 7D21 tube used in the G-E 3 kilowatt FM Transmitter was originally supplied with a 2000 hour guarantee, based upon certain limitations, it has gone far beyond that guaranteed life.

Plaudits From KTNT

Among the many satisfied customers who have written to General Electric about their satisfaction with this tube is Max Bice of Station KTNT, Tacoma, Washington. Bice says: "The last pair of tubes we replaced showed a total life of 14,760 hours and were still going strong." It is performance like this that has led Bice and his associates to order a 5kw transmitter, 6 bay bat-wing antenna plus studio and film equipment from G. E. for their TV station on Channel 11 in Tacoma.

From WFNC

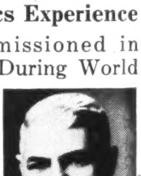
J. J. Ikner, Jr. of WFNC, Fayetteville, N. C., recently wrote: "I thought it would be of interest to you to advise that we have just retired one of your GL-7D21 tubes used in our three Kilowatt FM Transmitter after 13,140 hours of use."

These are just two of the comments that back up the G-E designing engineers desire to provide long-life tubes for economical operation. The engineers feel that while this cannot always be done at the start, the purpose is eventually achieved.

Sales Manager Celebrates 25 Years with G.E.

John Wall, District Broadcast Sales Manager, is another General Electric employee who has been with the company for 25 years or more. Wall began his association with General Electric Supply Corporation in 1928. He moved around in the company after that, holding mostly positions that involved sales responsibilities for receivers, tubes, specialty products and broadcast equipment.

Broad Electronics Experience



John Wall

He was commissioned in USNR in 1934. During World War II he was assigned to the office of Chief of Naval Communications as officer in charge of landline and radio connecting facilities. He received the Secretary of Navy Commendation citation and now holds a permanent commission of Commander in USNR.

Wall, whose office is in Cincinnati, Ohio, has held Amateur Radio and Station Licenses since 1923 and is active in various Amateur Radio and Engineering organizations and societies.

GENERAL ELECTRIC

features

- Promotion can beat those summer slumps. Page 78.
- How to get Wall Street financing. Page 80.
- This firm sells bricks by radio. Page 84.
- A camera system that cuts film costs. Page 85.

It started with a fan letter

A NEIGHBORLY gesture by WOWO Fort Wayne, Ind. has unexpectedly turned a crippled Iowa boy into the biggest advertiser in his home town.

A 22-year-old youth named Billy Walker, confined to a wheelchair all his life with spastic paralysis, wrote a fan letter to WOWO from his home in Greene, Iowa. At the end of his note of praise, Billy apologized for the performance of his battered and broken typewriter.

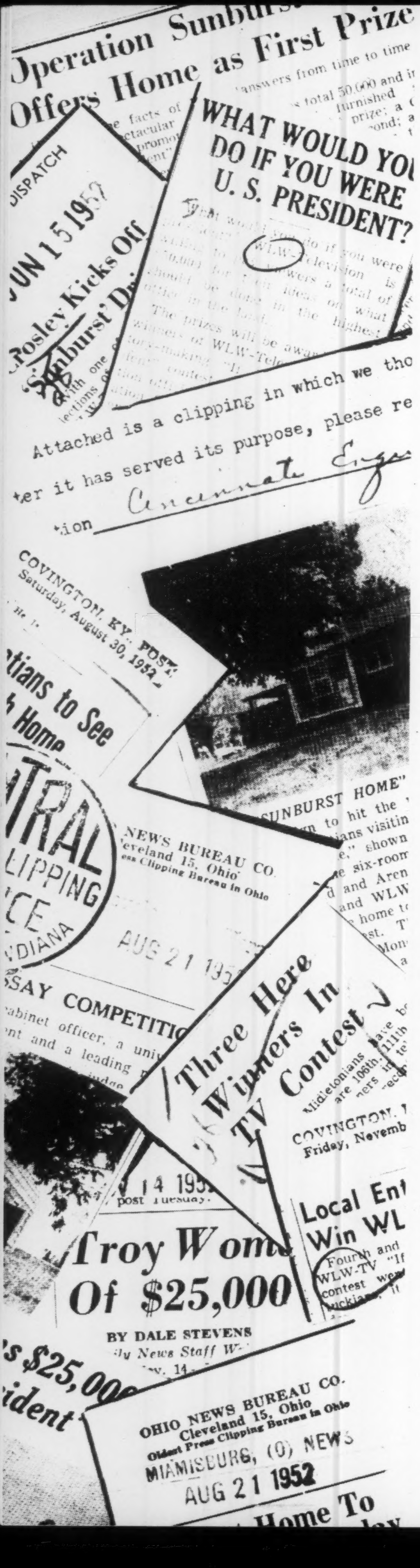
Station staffers, motivated by friendship rather than charity, asked listeners to donate spare pennies to the purchase of a portable typewriter. The staff people had expected, they thought optimistically, to get enough to buy a new machine for about $100. Collections far exceeded this modest goal, resulting in 78,000 pennies from listeners in 39 states, the District of Columbia, Canada and even Bermuda.

A new scheme had to be formulated after Remington Rand donated an electric typewriter to Billy Walker, so WOWO decided the money could be used best in promoting the shut-in's small magazine subscription business. Deciding to continue the use of radio, this time on a commercial bassis, station officials bought $500 worth of time on KXEL Waterloo, nearer Mr. Walker's home, and KXEL matched the amount with free time.

To these WOWO staffers fell the toilsome job of counting the 78,000 pennies sent in by listeners in 39 states, Canada and Bermuda after the station asked for one-cent contributions to buy Billy Walker a typewriter.

WOWO also bought $150 worth of space in the local newspaper, the *Iowa Recorder*, which, in turn, donated an equal amount of space. In addition, WOWO contributed a three-year typewriter service contract worth $75 and a $22 typewriter ribbon coupon book.

Mr. Walker, nonplussed by the results of his lone fan letter, has the double distinction in his home town of being the only man with an electric typewriter and the one with the biggest advertising account.


Operation Sunburst
Offers Home as First Prize
DISPATCH
JUN 15 1952
WHAT WOULD YOU DO IF YOU WERE U. S. PRESIDENT?
Crosley Kicks Off 'Sunburst' Drive
Attached is a clipping in which we tho
after it has served its purpose, please re
Cincinnati Enq
COVINGTON, KY., POST
Saturday, August 30, 1952
tians to See Home
SUNBURST HOME"
TRAL CLIPPING ICE INDIANA
NEWS BUREAU CO.
Cleveland 15, Ohio
Clipping Bureau in Ohio
AUG 21 1952
SAY COMPETITIO
Three Here Winners In TV Contest
COVINGTON,
Friday, Novemb
14 1952
Local Ent Win WL
Troy Wom
Of $25,000
BY DALE STEVENS
News Staff W
's $25,00
ident
OHIO NEWS BUREAU CO.
Cleveland 15, Ohio
Oldest Press Clipping Bureau in Ohio
MIAMISBURG, (O) NEWS
AUG 21 1952
Home To

Clippings at left are of newspaper stories of Crosley station summer promotion. Trick in getting this press publicity was the "If I Were President" contest which evoked interest throughout coverage area. Contest was covered widely by papers while it was in progress and when winners were announced.

It's not too early for stations to be making plans to counteract the summer slump that historically hits audience and advertising volume. Here's how the Crosley TV stations boosted business last year with a big promotion called . . .

THE television (or radio) broadcaster who is looking ahead for a way to keep his time sales climbing with the mercury this summer, who would like to keep every member of the television family at home by the TV set during the hot months, and who would be tickled to see his call letters emblazoned before advertiser, agency and public—should take a long look at last summer's Ohio video promotion venture by Crosley Broadcasting Corp.

Looking for a method to stir both viewers and advertisers out of normal summer slumps, Crosley came up with "Operation Sunburst," a dual salesmen-viewers contest offering 128 prizes to viewers and a bonus-prize incentive plan to Crosley salesmen at WLWT (TV) Cincinnati, WLWD (TV) Dayton and WLWC (TV) Columbus, and the firm's New York and Chicago offices.

Operation Sunburst's happy result was that sales from mid-June to Oct. 31 rose 35.2% in dollar volume above those for the same period in 1951.

Client Increase

A continuing check on all advertisers using the three Cincinnati TV stations indicated, according to Crosley, that WLWT had 71.5% of the 224 accounts reported during the typical months of August. Of the accounts, 60.3% were exclusive with WLWT. The situation was similar in each of the other two Crosley markets, Dayton and Columbus, Crosley reports.

Inaugurated as a salesmen's contest in the summer of 1951, Operation Sunburst reached full flower last summer when Crosley happily decided to add an audience-promotion angle. The viewers' contest found a natural peg in the Presidential campaign, with contestants answering 90 questions concerning the Presidency, and then writing a 200-word essay on "If I Were President."

To keep viewers' attention focused on their sets, the three stations incorporated clues to the 90 answers "at random and in rotation" into their full daily programming schedules.

To make such viewing worthwhile, Crosley offered as first prize a $25,000 completely furnished prefabricated home, as second prize a Chevrolet convertible auto-

Operation Sunburst

mobile and as third a fully-equipped Crosley kitchen. The 125 smaller prizes included refrigerators, TV sets, washers, dryers, dishwashers and other home appliances.

Crosley reports the 400,000 entry blanks placed for distribution in grocery, drug and other retail outlets "were snapped up with a rapidity which fascinated" the retailers. Some 53,000 entries were made from the coverage areas of the three stations, which the firm claims covers some three-fourths of Ohio and parts of Indiana and Kentucky.

The extensive Crosley publicity, promotion and merchandising facilities were put into action for the contest. Newspapers carried promotion stories all through the contest; and advertisers, besides being offered higher audience ratings because of interest in the contest, were confronted with Operation Sunburst promotion through direct mail and on their TV sets.

Five of the modern, six-room homes were constructed and opened for public inspection—two at Dayton and one each at Hamilton, Cincinnati and Columbus. Crosley reports nearly a quarter of a million people visited the homes.

Crosley also claimed some less tangible results: In erecting the five homes, the stations introduced several new clients to the potency of TV as an advertising medium Among these were the building industry, plumbers and others whose products are not normally considered TV material. A New York firm which provided the draperies for the homes currently is contemplating a large-scale TV campaign, Crosley reports.

The summer-long TV promotion also drew interest from stations in New York, Atlantic City and Cleveland, and one inquiry from representatives of the Commonwealth Broadcasting Corp. of Sydney, Australia, all of whom have sought more detailed information on the Crosley contest.

Nearly quarter-million people visited the "Sunburst" homes in Dayton, Hamilton, Cincinnati and Columbus. Here a crowd waits to go through the house in Cincinnati. Gift of "Sunburst" house, worth $25,000, was top prize of summer promotion contest.

Some telecasters whose operations are either active or planned are beginning to look to Wall Street financing to obtain capital or the tax advantages it can provide. And Wall Street is looking for "growth" companies to invest in. Chances are that more and more TV station owners and financiers will get together.

By Alexander Eisemann Jr.

NEW CORNER:

AS FAR AS the broadcasting business is concerned, Main Street and Wall Street have run their independent courses a thousand miles apart. But a change is taking place. The chances are very good that these important thoroughfares not only will come closer together but may intersect before long.

Main Street television is going to become involved in Wall Street finance. And both the telecaster and the financier will be the better off for the association.

The dynamics that are drawing these two heretofore disassociated businesses together are, to state them simply, these:

Wall Street is looking for "growth" companies to finance. TV certainly qualifies. It is a strictly franchised industry with local but limited competition and, in combination with radio, it has a fine history of progress since 1924. Stockwise, TV is a potent prospect for long-term capital gain. The customers of Wall Street seek that capital gain as much as, if not more than, they seek dividend return. They want issues that stand a good chance of going up in price. TV issues in well managed stations fill that requirement nicely.

While as yet there may be relatively few telecasters actively seeking Wall Street financing, we suspect there may soon be more. Some will require the capital that they can obtain in the nation's biggest money market. And others, though not in need of capital, will realize that they can use the investment banker to achieve important tax advantages by means that will be described later in this article.

Before the Main Street-Wall Street traffic increases, however, a get-acquainted process must take place. It is up to the broadcaster, more than to the financier, to set this process in motion.

Underwriters are waiting for sound financial set-ups to *be presented to them.* Wall Street already envisions television as an ideal vehicle for legitimate public participation. The ice is already being broken. But underwriters will not go to the telecasters. You, the telecaster, must go to them. And that entails a somewhat intricate approach.

Here are seven preliminary steps for a telecaster to take before he goes to the market.

1. He would do well to select one of several firms of financial advisors specializing in this field. These advisors carry on the other six steps of the preliminary preparation.
2. They study the past record of the company, going back before its TV days, and then evaluate its future potential earning power.
3. With this knowledge, they set up a financing program which not only satisfies the telecaster and his legal counsel but which they believe will be geared to the known ideas of the underwriter to whom they have planned to present it. Some underwriters prefer a straight common stock offering. Others lean to convertible preferred stocks. Still others like debentures with warrants attached.
4. The financial advisors, with the help of financial attorneys and the legal counsel

How to find an underwriter for your stock issue

1. Don't let Wall Street know you're looking.

2. Find the underwriters who know electronics.

3. But dodge those that are too big for you.

: MAIN & WALL STREETS

of the telecaster, prepare a draft of the prospectus. At the same time they often draft the underwriting agreement itself. (Sometimes underwriters want changes, but they may also accept the papers as drawn.)

5. An agreement is signed with the financial counsel, providing for the contingent fee which is a small percentage of the net amount of money, payable after the proceeds of the issue are actually received. The few New York firms which operate in this field seldom ask for a fee of more than 5% of the new money raised. In difficult cases a small block of stock may be added.

6. An underwriter is "selected." This delicate job is described below.

7. The draft of the prospectus and the draft of the underwriting agreement, together with all historical, financial, commercial and personal data, are bound into a dossier and presented to the underwriter as a package.

Selecting an underwriter is a tricky and complicated job.

First, one must learn which investment bankers are most conversant with the electronics industry through former underwritings and, therefore, have less resistance to making an underwriting commitment in that field.

Second, one must eliminate those who cannot entertain the issue because of its size. Many firms in Wall Street are so geared to a large security distributing organization that they cannot handle issues involving less than, say, $2 million. Others are geared to handle issues of from $300,000 to $750,000. A few can handle smaller issues. Quite independent of the merit of the business, an underwriting may be turned down merely because it is too small for the underwriter to whom it is presented. There is never a problem of the issue being too large.

Third (and most important), after having found the underwriting houses geared to underwrite that size issue and friendly to that industry, one must determine which house is not now "loaded up" with issues awaiting clearance through the Securities and Exchange Commission. Obviously, if the underwriter already has six other underwritings ahead of you awaiting clearance through SEC, you must wait your turn. Delay may cause your turn to arrive when the public market has gone and then your issue stays on the shelf until the market improves. Sometimes it takes years.

How To Time It

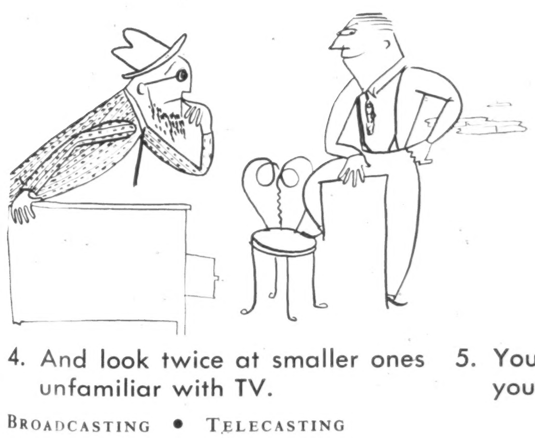
The time to seek an underwriting, quite independently of other considerations, is during periods in which the stock market is active. We are now in such a period, but such periods are often punctuated by many intervening years of market inactivity.

In selecting the underwriter to whom you wish to make your presentation, you must avoid letting the news get out that you are in the process of such a search. Once the name of a company has been bandied about, perhaps by well-wishing friends who think they have "good Wall Street contacts," it is virtually finished as far as underwriting is concerned. An issue that has been shopped around Wall Street is an issue that has little chance of coming out. In Wall Street protocol, left-overs are unwelcome. Before deciding where to present your issue, you must comb the underwriting market thoroughly but adroitly, without even mentioning the name of your company.

To obtain the best price, you should select a firm which may have been in many syndicates managed by other firms but which has not for some time "originated" an issue of its own. To be the originator and managing underwriter is much desired, and if the other elements of the issue fit that firm's facilities, its need for a new issue paves the way for rapid and satisfactory negotiations without too much haggling over price.

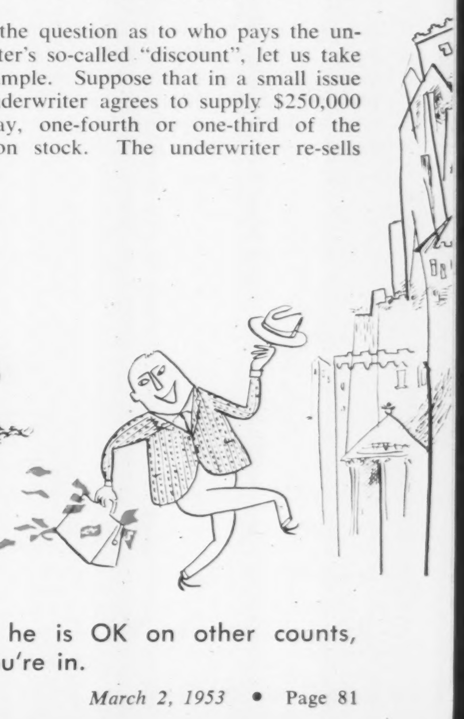
While on the subject of price, I would like to dissent from the opinion expressed by Dr. Henry H. Buba in his article on some phases of this subject [see "How To Finance TV Stations," B•T, Jan. 26]. Dr. Buba said that smaller investment houses will undertake "the floating of a stock issue of a local TV station for a fee ranging from 20% to 30%." His estimates are excessive. In 20 years we have never seen any reputable underwriter taking down 30% even on the lowest grade speculative deal. Conservative underwriters of stock issues add 7½% to 15% to the amount supplied to the company.

On the question as to who pays the underwriter's so-called "discount", let us take an example. Suppose that in a small issue the underwriter agrees to supply $250,000 for, say, one-fourth or one-third of the common stock. The underwriter re-sells



4. And look twice at smaller ones unfamiliar with TV.

5. Your best bet is one that needs your issue.



6. If he is OK on other counts, you're in.

Advertisement

From where I sit
by Joe Marsh

Surprise Ending!

That raffle for our Volunteer Fire Department went over fine. We're going to have enough money to get a new engine—and then some.

Our local merchants really donated some wonderful prizes. Like Buzz Ellis, the radio-TV dealer, giving that big television set . . . and the Superior Motors putting up a new car.

There was a humorous note, too. The prize of a year's supply of coal—donated by Baker Coal Yard—was won by Mrs. Thayer, whose husband is the biggest fuel-oil dealer in the county! What did Mrs. Thayer do with the coal? She gave it to a church she's not even a member of. (Her Church uses her husband's fuel oil.)

From where I sit, that's real *generosity. But then, Mrs. Thayer never did believe in dividing people into groups. She's "for" everybody—whatever church they go to, whether they like TV or radio, people who enjoy temperate beer, people who don't. A really* warm-*hearted person.*

Joe Marsh

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that stock for, say $300,000. The difference is $50,000. But does the broadcaster pay that $50,000? Is that $50,000 a "cost" to the broadcaster?

Certainly not. That "overage" is paid by the investors. Out of that $50,000 the underwriter pays his security dealer distributing group usually one-half or two-thirds. The remainder, after expenses, is the underwriter's profit. True, the broadcaster is expected to pay dividends (if earned) not only on the $250,000 but on the whole $300,000. But that is a small element of "cost."

In setting up a public issue, the telecaster can arrange an added advantage—the issuance of warrants. Such warrants, good for three to five years, are issued to the owners. Warrants provide the right to buy stock from the corporation at, say, the public issue price. If the business prospers and the stock rises in the public market, the owner can later sell the warrants personally as a "security" for a sum equal to the difference between the price named in the warrants and the public market price. The profit would be taxed as long-term capital gain.

ABOUT THE AUTHOR

Alexander Eisemann Jr. is president of Eisemann Industrial Corp., New York, specialists to technical industries on financing through public issues of securities. His family were founders in 1923 of the Freed-Eisemann Radio Corp., and his father was on the board of the then Radio Manufacturers Assn. until he left radio for a Wall Street career in 1928. Eisemann Industrial Corp. grew out of the New York Stock Exchange firm of Alexander Eisemann & Co., of which Mr. Eisemann's father was senior partner.

In "growth" companies, such warrants have proved extremely valuable when there was a substantial rise in the market price of the stock. In Wall Street language, warrants are a three to five year "call." Management, in a new issue, often has 25,000 to 100,000 warrants issued to itself. Sometimes this is neglected simply because management is unaware it can be done.

If a telecaster seeks capital but for some reason does not want to go into a public stock issue, he can, of course, turn to private venture capital. There exist in New York a number of private syndicates, groups of financially substantial people organized to distribute individual risks and yet undertake investments that would be too large for any one of the members.

Certain Wall Street firms have venture capital funds organized by their individual partners. Also there are "management companies", or pools of capital which the management can employ at its discretion.

Funds from such sources are more quickly obtained than through the underwriting of a public stock issue, but they "trade harder." They customarily buy on a lower "times earnings" basis than that of public stock issues and often insist on control until the new capital or loans have been repaid.

Contrary to popular impression, investment bankers, underwriting issues to be

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This is it . . . a screwdriver . . . the only tool needed for quick field replacement of Philco microwave units. Philco microwave is the answer to the need for swift, reliable communications. Philco design emphasizes minimum field maintenance time and cost. All major components are "packaged units", quickly and easily replaced on the site with only a screwdriver, permitting convenient depot checkout, for fullest use of field time.

Using JAN (Joint Army-Navy) specification components wherever applicable. Philco microwave is the only equipment available for commercial use with such high standards of quality. Philco microwave gives propagation and equipment reliability unmatched in the field . . . you should investigate.

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offered to the public, do *not* desire control. In fact, if a controlling interest were to be offered to them, the motive might be suspect. In Wall Street such a manuever would look like a "bail out," meaning the owner no longer has confidence in his business and wants to unload.

Since investment bankers do not want the problem of supplying management, new issues of securities nearly always consist of a minority interest. Once a public market is available on the stock exchange the subsequent sale of the remaining interest by an owner is relatively easy.

It is here that the public issue has another advantage over the use of private capital. The liquidity of a public market is useful for retirement or for one's heirs.

This brings up the subject of the desirability of issuing minority stock for purposes other than merely obtaining financing.

Owners of stations which already have ample capital can achieve a substantial tax advantage by selling a minority interest to investment bankers without affecting control of their companies. The technique here is to sell a block of personally owned stock to underwriters to obtain long-term capital gains. Later the shares may be listed on one of the stock exchanges.

Tax Advantages

In these days of high taxes on corporate earnings and double taxation (through secondary taxation of salaries and dividends), the owners, by selling a minority interest, pay only 26% federal tax on the difference between the cost of the block sold and the price paid by the underwriters for that block of stock. Such a purchase would:

(a) Not disturb existing control;

(b) Yield a long-term capital gain to the seller;

(c) Enable further diversification of his capital;

(d) Provide a market for the rest of his holdings on a capital gain basis should he decide to retire;

(e) Provide a market (if needed by the owner's estate) for payment of inheritance taxes.

Many businesses are being liquidated or sold at a fraction of their real value by banking trustees when large inheritance taxes become due. These taxes cannot be paid in machinery or other assets. One needs cash, and it is an unfortunate fact that constantly businesses are being destructively liquidated by banking trustees or sold privately at a fraction of their real value to obtain tax funds.

Unless he has sufficient cash or liquid securities *outside* the corporation, the tax-conscious station owner may consider selling a minority interest to investment bankers while the market for new public issues exists and thus obtain a liquid market for use upon retirement or death.

After a station owner grows on in years and wishes to retire and sell his business, he is best served by doing that in two stages. First he sells a quarter or a third interest, and a year or so later, after a public market has been established through that sale, he has a ready market for the remainder of his holdings. And if the earnings are high, the sale of that remainder may go at a surprisingly high price.

THESE BRICKS AREN'T GOLD, BUT THEY SELL LIKE IT

OCCASIONALLY an advertiser will deny that radio has any direct sales value. Most advertising minds will insist that it holds little or no sales value for a manufacturer of bricks.

Executives of The Remillard-Dandini Co., to a man, however, will argue with anyone on this count. For that firm, operators of Remillard-Dandini Sand-Mold Brick Kilns and San Jose Brick & Tile Co. at San Jose Calif., has, during the past five years, been selling millions of clay bricks to people in the San Francisco bay region who had not seriously thought of them as a material for building until they learned of them via radio.

With a very modest annual advertising budget of slightly over $12,500 this firm earmarks 75% to local radio, utilizing a nightly 15-minute recorded program, *Memories in Music,* on KEEN San Jose. The program which started back in 1948 has varied little in format, except for harder selling copy and the various merchandising gimmicks that are essential with seasonal and changing times.

Those Responsible

William S. Stanley, president of Remillard-Dandini Co.; its secretary, Eugene K. Sturgis; Joseph Feasii, superintendent at the San Jose sand-mold plant, and Jack Dair of the wire-cutting plant, are the four principals primarily responsible for the successful radio and merchandising campaign.

When Floyd Farr, vice president and general manager of KEEN, first approached those company executives with a plan to use radio as an institutional medium, they went along with the idea. Having been founded in 1863 and one of the oldest brick manufacturers in the West, they agreed with him that more people should know about the firm and its products.

Then came the problem of preparing the proper type of commercial copy. They wanted to tell the story of brick in a way that would be interesting, yet different—not just a straight selling job. They wanted no tuning out of their commercials, Mr. Stanley said.

From the company's experience, it felt many people had to be educated to the fact that brick was not expensive as compared to other building material. Therefore it had to be convincingly told that brick was more beautiful than any other material, that it was safe, and above all, that it was adaptable not only to wall construction but to scores of other uses in the yard and garden.

Remillard-Dandini Co. was just as anxious to sell small quantities of brick as large ones. The executives decided to make the pitch to the home owner who wanted to build a barbecue pit as well as to the person planning to construct an entire house.

The program started building a following almost immediately and, most important of all, it sold bricks from the beginning, according to Messrs. Stanley and Sturgis. Customers told them they learned about clay bricks and their various uses through the nightly musical program.

Company executives then decided they wanted a brick contest. But if one were to be conducted on the nightly program, to make any sort of an impression, it had to be a really big one.

So a total prize of 50,000 clay bricks was established. They were to be given away in amounts of 500 bricks to each winner. There were to be two winners each night. Thus, for 50 nights a thousand bricks would be given away.

Getting together with KEEN General Manager Farr and Program Director George Snell, Messrs. Stanley and Sturgis came up with a "mystery melody" contest. The first two persons correctly identifying the mystery tune each evening were to be awarded the 1,000 bricks.

"It went over with a bang," Mr. Stanley declared. "It was the biggest thing that happened to the brick business in the bay area in years. Seems like everybody wanted to win a truckload of Remillard-Dandini clay bricks."

Of the 100 winners in the contest, more than 80% ordered additional bricks to complete building projects they had in mind, he reports.

Sales Shoot Up

With sales of sand-mold bricks having increased 80% since start of the first contest and the curve still mounting, company executives felt it advisable to immediately extend the contest for an additional 13 weeks on KEEN.

This time, however, the giveaway was one nightly prize of 500 clay bricks. There were an even 100 winners in the second contest which ran through the summer and fall of last year. Here again, from 75% to 80% of those receiving the 500 free bricks purchased an additional supply, using the contest prize as a starter for whatever construction they planned.

As an example of the effectiveness of radio advertising, Mr. Sturgis said that with an expenditure of only $1,188 during a period of 13 weeks, he credits sales of approximately $60,000 worth of sand-mold brick (1,200,000 bricks—retail price about 5¢ each) to the medium.

"Over the years," Mr. Sturgis says, "our radio expenditures have come back to us many fold. We estimate that at least 50% of our business increase in the last five years is directly traceable to our radio campaign."

"Our faith in radio advertising is based on a long and continued record of increased sales. We are entirely convinced that we can reach more people, over a greater area, at a lower unit cost by radio than by any other available medium."

Filmcraft Productions is using synchronized cameras to film big TV shows. The technique is not unlike live production and costs far less than older Hollywood methods.

This Camera Control System Cuts TV Film Costs 20%

By David Glickman

DESIGNED to cut production costs by more than 20%, a camera technique perfected by Filmcraft Productions has been in use by that Hollywood firm for over two years in the filming of television shows.

Invented by Dr. F. H. Fodor, executive in charge of production, the system makes it possible to film programs in much the same manner as live shows are telecast.

Through this process, patented as Filmcraft Camera Control System, he declares it is no longer necessary to use the expensive and time consuming single-camera system now generally utilized by major motion picture studios. Furthermore it isn't necessary to stop production to reload cameras or to use clapboards so that sound and picture will be in synchronization.

Permitting a show to be filmed in continuous action, the new photography technique makes it possible for that company to shoot the DeSoto-Plymouth Dealers of America-sponsored Groucho Marx program *You Bet Your Life* on NBC-TV without a halt. Filmcraft also uses that system for its own productions, including the *Mark Twain Television Theater* series which gets under way late this month.

Film Patents

Dr. Fodor, holder of some 41 other patents pertaining to motion picture filming equipment, long had the idea for the camera control system. Blueprints were made, but actual construction of the equipment wasn't started until the company was awarded a contract by NBC to film *You Bet Your Life* for John Guedel Productions, more than two years ago.

"During the planning of the show, it became clear that the program must be a continuous one without stops for any reason," Dr. Fodor explained. "The spontaneity and rapid pace of the radio version had to be maintained in the TV program. Inasmuch as the contestants were amateurs without any show business experience whatsoever, it was necessary to keep cameras rolling at all times, otherwise it would be almost impossible to match action and dialogue.

"This presented us with a problem that had to be met and overcome," Dr. Fodor continued. "Hollywood's generally accepted technique was and still is to film scenes in short takes. Usually they run two or three minutes in length. Ours was to be a one-take show running a full hour. The sixty-minute production then would be carefully edited to a half hour's presentation."

Film magazines for the cameras, however, hold only a thousand feet of negative—approximately eleven minutes running time, he pointed out. Even with 2000-foot magazines, the best that one could obtain, would be approximately 20 minutes.

To overcome this, Dr. Fodor placed two 35mm Mitchell cameras side by side. While one camera is operating, the companion camera is being reloaded. Both have identical lenses and stops and no difference of picture can be detected from the complementary cameras.

While this overcame the difficulties of continuous film, it presented a staggering problem of synchronization between picture and sound track, he pointed out.

"Having cameras going on and off the line many times during a show makes for an almost impossible job for the editorial department," he explained. "An editor must run the film back and forth in a moviola many times to lip sync it with a sound track.

"On a program such as *You Bet Your Life,* it would take several cutters more than a week to get all the picture and track in sync. With a weekly release schedule, it would have been an extremely trying and unprofitable method."

To overcome this, the Filmcraft Camera Control System was further developed. Assisted by Paul Schmutz Jr., the firm's assistant technical director, Dr. Fodor worked out a method that optically scribes a reference line on a separate strip of film during the entire photographic period of each camera.

"The heart of the system is centered around a recorder in the control booth, and a central control panel on the stage connected with a 39 conductor cable," Dr. Fodor elaborated. "The cameras are individually controlled by interconnecting cables originating at the control panel.

"When a camera operator activates the camera switch, a small bloop light positioned in the camera matte box lights and fogs the picture for exactly 12 seconds," the inventor continued. "We achieve this through the use of high quality photographic timers.

"At the instant the camera switch is actuated, the camera motor starts; the bloop light operates and the electrical timer is set in motion. At the end of 12 seconds, which gives the camera and sound motors time to reach speed, the controlling relay turns off the bloop lamp and lights a recording lamp in the main panel. Light from the lamp scribes a line on the special film in the main panel.

"A film editor by comparing the start

(Continued on Page 88)

SOTO
SOTO
ower

Four camera positions are used to film *You Bet Your Life,* without halt. Show, starring Groucho Marx, is in production in this picture. Eight cameras, in banks of two, are checked.

COMPARATIVE NETWORK SHOWSHEET

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EVIN

TELECASTING

	SUNDAY				MONDAY				TUESDAY					WED DAY	
	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMON
6:00 PM	*On Guard* F	Electric Cos. alt. wks. sust. Your Are There	*New York Times Youth Forum*	Revere Meet the Press L											
6:15															
6:30	*Film*	Alcoa See It Now L		Gen Foods Roy Rogers F											
6:45	Gruen W. Winchell L														
7:00	Skippy Peanut Butter You Asked For It L	Wrigley Gene Autry Show F	*Georgetown U. Forum*	P&G Red Skelton F			General Foods Capt. Video				Capt. Video				General Foods Capt. Video
7:15												Pepsi-Cola Short Stories F			
7:30	*Playhouse Seven* F	American Tobacco Private Secretary L		Reynolds Metals Mr. Peepers L	Ironrite Hollywood Screen Test L	GM-Oldsmobile News L		P&G Those Two L	P&G Beulah F	Amer. Cig. & Cig. Co. News L		Chevrolet Dinah Shore L	Date with Judy Clorets ½ sponsor	GM Oldsmo New	er Prod Drew Pearson
7:45						Chesterfield Perry Como		Camel News Caravan L		Revlon Jane Froman		Camel News Caravan L		Chester Perry	*Clinic*
8:00	*ABC All-Star News* L&F	Lincoln-Mercury Dealers Toast of the Town L		Colgate-P-P Comedy Hour L	Sterling Drug Ins. Mark Saber Homicide Squad F	Lever Lux Video Theatre L		Winchell-Mahoney Show L Crosley-Speidel alternating		Ernie Kovacs (sust.)	Admiral Corp Life Is Worth Living	Texas Co. Milton Berle L •	*Film*	Pillsb Toni Godfr His Fri L	
8:15															
8:30					*Film*	Lever-Lipton Godfrey's Talent Scouts L	*Johns Hopkins Science Review*	Firestone Voice of Firestone L			Curtis Publishing Co. Keep Posted			Ligge & My Godfr His Fri L	
8:45															
9:00	*America In View* F	General Electric Fred Waring L	Clorets Chlorophyll Gum & P&G Rocky King, Detective	Goodyear Corp. (alt. with) Philco Corp. TV Playhouse	Perspective L	Philip Morris I Love Lucy F	*The Big Idea*	Pearson Pharm. Hollywood Opening Night L		Schick Crime Syndicated (alt.) L Carter Prod. City Hosptl.	Wine Corp. of America Where Was I?	P&G Fireside Theatre F	*Film*	Colga Stri It Ri L	*Stage A Number with Bill Wendell*
9:15															
9:30	*Film*	Bristol Myers Alan Young alt with Ken Murray L	Larus & Bro. Co. Plainclothes Man		*Talent Patrol* L	Gen. Foods Instant Maxwell Coffee L Gaines Dog Food Red Buttons	*Feature Boxing with Ted Husing*	Johnson Wax alt. with American Tobacco Co. Robert Montgomery Presents		Electric Auto-Lite Suspense L	Serutan Wisdom of the Ages	Armstrong Circle Theatre L	*Wrestling From Rainbo* L (9:30 to Midnite)	R. J. Reyno Man Ag Crim	
9:45															
10:00	B. Graham Hour of Decision F	P. Lorillard The Web L	A. Murray Dance Studios Arthur Murray Show	P&G 1/2 The Doctor F	Why L	Westinghouse Studio One L				Block Drug Danger L	*Meet the Boss*	P Lorillard Two For The Money F		Pabs Sales Blu Ribbo Bou L	
10:15	*Film*														
10:30	*Enterprise USA* F	Jules Montenier What's My Line L	Young People's Church of the Air *Youth On The March*					Co-op Who Said That L	Bendix Swanson (alt. wks.) The Name's The Same L						
10:45							*Girl Alone*					P. Lorillard Embassy Club L		Gene Cig Sports	
11:00	Burton-Dixie Remember These Things L	Norwich Sunday News Spec.				Longines Chronoscope						Bob Considine Mutual of Omaha		Longi Chrono scop	
11:15 PM															

DAIM

	SUNDAY				MONDAY - FRIDAY				SATURDAY			
	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC
9:00 AM												
9:15												
9:30						*CBS News* M&W 9:45-10:15 Tu-Th-F 9:45-10						
9:45												
10:00						Arthur Godfrey M-Th 10-11 a.m. (See Footnote) Wheel of Fortune F 10-10:45 a.m. S		*Ding Dong School* L				
10:15												
10:30								*Prologue to the Future* F	Johnson Candy Rootie Kazootie L			
10:45						Westinghouse Betty Furness F.						
11:00						C-P-P (MWF) Strike It Rich L		*Ask Washington* L	Ralston-Purina *Space Patrol* F	*There's One In Every Family*	Florida Citrus Corp. Happy's Party	
11:15												
11:30						*There's One In Every Family* Partic. See Footnote		*Mrs. USA* F	Derby Foods Sky King; Amend Co. Hail The Champ (alt. wks.)	Brown Shoe Smilin' Ed McConnell F	International Shoe Co. Kids & Co.	
11:45												
12:00 N	Sweets Co. Tootsie Hippodrome L	*In The Park*				Gen. Mills Bride & Gr'm L	*Mid-day Chapel*			National Dairy The Big Top L		
12:15 PM						Amer. Home All Products Love of Life	*Noontime News*					
12:30	Voice of Prophecy Faith For Today L	Hawley & Hoops Candy Carnival L				P&G Search for Tomorrow	*Take the Break with Don Russell*					
12:45				*The Nature of Things* L		P&G Guiding Light						
1:00	*Seminar* L			*Youth Wants To Know* L			*Ladies Date with Bruce Mayer*			*Meet Me At The Zoo*		
1:15												

	ABC	SU CBS
1:30 PM	*Junior Confe* L	
1:45		
2:00		
2:15		
2:30		
2:45		
3:00		*amp Unto My Feet*
3:15		
3:30		*an of the Week*
3:45		
4:00		*ate of the Nation*
4:15		
4:30		Willys-Overland eyhound mington-Rand merican chine & Foundry tt Paper mnibus
4:45		
5:00	Kellogg Super (5-5: L	
5:15		
5:30	Mars Co. (5:30-	
5:45 PM		

XUM

EVIN

FOR MARCH 1953

WED	DAY		THURSDAY				FRIDAY				SATURDAY				
CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	
															6:00 PM
															6:15
												What In The World			6:30
															6:45
	General Foods Capt. Video				Capt. Video				General Foods Capt. Video	Gen. Cigar Co. Herman Hickman	Sweets Co. Whiteman TV Teen Club L	Gemex Liggett & Myers (alt.) Stork Club		*Mr. Wizard*	7:00
						Pepsi-Cola Short Stories L				No Network Service					7:15
GM- Oldsm New	ter Prods Drew earson	P&G Those Two L	General Mills Lone Ranger F	Amer. Cig. & Cig. Co. News 7:30-7:45 pm		Chevrolet Dinah Shore L	General Mills Stu Erwin F	GM-Oldsmobile News		P&G Those Two L		Sylvania Beat The Clock L	*Pet Shop*	Dunhill My Hero F	7:30
Chester Perry (	*Clinic*	Camel News Caravan L		General Electric Jane Froman		Camel News Caravan L		Chesterfield Perry Como		Camel News Caravan L	Chas. Antell What's Your Bid				7:45
Pillsb Toni (Godfr His Fr L		GE I Married Joan F	*The Greatest Man on Earth* L	Carnation Burns Allen (alt.) L Goodrich	*Guide Right*	DeSoto-Plymouth Groucho Marx F	Hotpoint & Lambert (alt. wks.) Ozzie & Harriet F	Gen. Foods Maxwell House Coffee Mama L		RCA Dennis Day L		Schick Inc. Bristol-Myers Leeming Co. (Co-Sponsorship) Jackie Gleason Show		Pet Milk Johnson & Johnson All Star Revue L	8:00
											Texas Rasslin' F				8:15
Ligg & My Godfr His Fr L		**	Lorillard Chance of a Lifetime L	Blatz Amos 'n' Andy (alt.) Singer Swng. 4 Star Plhs.	Associated Tide Water Oil Broadway to Hollywood	Borden Treasury Men In Action L		R. J. Reynolds My Friend, Irma	Dark of Night	Gulf Oil Life of Riley F					8:30
															8:45
Colga Stri It R L	*Stage A Number with Bill Wendell*	Krafts Foods Television Theatre L	*Perspective*	American Tobacco Co. Biff Baker, U.S.A.	*Trash? or Treasure!*	Chesterfield Dragnet F	*Film*	Schlitz Schlitz Playhouse of Stars L	Serutan Co. Life Begins at Eighty	American Cig&Cig Big Story L	Bayuk Cigar Saturday Evening Fights L	*This Is Show Business*		Your Show of Shows R. J. Reynolds S.O.S. Benrus Griffin Prudential Lehn & Fink L	9:00
															9:15
R. J. Reyn Man A Crim			*Valentino* L	Lever Rinso Big Town F	*What's the Story Walter Kiernan*	Ford Ford Theatre F	Kreisler, (alt. wks.) Tales of Tomorrow L	General Foods Sanka Our Miss Brooks		Campbell Aldrich Family L		*Meet Millie*			9:30
													Co-op Wrestling from Chicago		9:45
Pabs Sales (Blu Ribb Bou L		Hazel Bishop This Is Your Life L	*Feature Playhouse*	Philip Morris My Little Margie	*Author Meets the Critics*	U.S. Tobacco Martin Kane		Colgate Mr. & Mrs. North	Clorets and Bauer & Black Twenty Questions	Gillette Cavalcade of Sports L	*Film*	Sealy Balance Budget (alt. wks.) Cats Paw Quiz Kids			10:00
															10:15
			Thor. Quick as a Flash	Carter I've Got A Secret (alt. wks.) Toni Racket Squad					Helene Curtis and Carter Products Down You Go			Simmons Jergens (alt.) It's News To Me		American Tobacco Your Hit Parade L	10:30
Gene Ciga Sports										Chesebrough Greatest Fights F			11:05 Boyle-Midway Sports Showcase		10:45
Longi Chrono scop								Longines Chronoscope							11:00
													11:20 Wrestling Resumes		11:15 PM

DAIME

	SUNDAY			MONDAY - FRIDAY				SATURDAY			
AB	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC
Junior Confe L			*Religious Hour Frontiers of Faith* L		Garry Moore Show (See footnote)						
			American Inventory L		Campbell Soup Double or Nothing M-W-F Westinghs. Freedom Rings Tu-Th						
			Bohn Alum. American Forum L		Art Linkletter's House Party (See Footnote) 2:30-3 pm						
	amp Unto My Feet		*Victory at Sea* F		3-3:30 M-F *Eddie Arnold Show*	*Paul Dixon Show*	The Big Payoff CPP (M-W-F)				
	an of the Week		*Juvenile Jury* L		*Action in the Afternoon*		P&G Welcome Travelers L				
	ate of the Nation		RCA (alt. wks.) Kukla, Fran, Ollie L				Kate Smith L *				
	Willys-Overland eyhound mington-Rand merican chine & oundry tt Paper mnibus		Zoo Parade Quaker Oats L								
Kellog Super ((5-5: L			Hallmark Hall of Fame L				Lever Hwkns. Falls L				
							Gabby Hayes**				
Mars (Co. (5:30-			*Meet the Veep* L				Mars, C-P-P Welch. Klog. Int. Shoe Bauer & Blk. Standard Brands L Howdy Ddy				
			Window On Washington L								

~~Explanation: Programs in italics sustaining;~~ Time, EST. L, Live; F, film; K, kinescopic recording; E, Eastern network; M, Midwestern; NI, non-interconnected stations.

NBC—Mon. thru Fri. "Today" 7-9 a.m., EDT & CDT, 7:15-20 Wed.—Participating sponsors.

Mon. thru Fri. "Kate Smith"; 4-4:15, Mon. thru Thurs. P & G 4:45-5, Mon. Nestle—4:15-30, Tue. Doeskin—4:45-5, Tues. Johnson & Johnson—4:30-45, Wed. Pillsbury—4:45-5, Wed Gerber—4:15-30, Thur. Penick & Ford—4:30-45, Thurs. Minute Maid—4:45-5, Thur. Simoniz—4:00-15, Fri. Knomark 4:15-45, Fri. Glidden—4:45-5, Fri. Toni.

*** Quaker Oats—Mon. & Fri.

* Tuesdays, 8-9 p.m., Texas Co. for Berle except every fourth week when Buick sponsors "Circus Hour."

** Wednesdays, 8:30-9 p.m., Scott Paper for Scott Music Hall alternates with Du Pont for "Cavalcade of America."

5:30-6 p.m., M-F, Firms listed sponsor Howdy Doody in 15 min. segments.

CBS—M.-Th. Arthur Godfrey Time 10-11 a.m. 10-10:15 Mon.-Th.—Consolidated Cosmetics & Clinton Foods, alt. days.

10:15-30, Mon.-Th.—Star-Kist Tuna & Owens-Corning, alt. days.

10:30-45—Lever, M. & W.—Frigidaire, Tu. & Th.

10:45-11, M-Th.—Pillsbury.

10:45-11 a.m. Fri.—Westinghouse-Betty Furness.

There's One in Every Family, 11:25-11:30 a.m. Bymart; Th. only, 11:15-11:30 a.m.; 11:15-11:30 a.m. Th., Wine Corp. of America, Bill Cullen.

11:30-12 n, Tu., & Th., Strike It Rich, sustaining.

1:30-45 p.m. Mon.—Masland; Thu.—Deep Freeze.

1:45-2 p.m. Mon.—Duff; Tues. Ballard; Wed., Best Foods; Thurs., Stokley-Van Camp; Fri., Kellogg; Tu., W., F. 1:30-2 P&G.

2:45-3 p.m., Fri.—Green Giant Co.; 2:30-2:45 p.m., M.-Th.—Pillsbury; 2:45-3 p.m., M.-W.-Th.—Lever; 2:45-3 p.m. Tu. & Fri.—Kellogg—House Party.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

March 2, 1953

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You Get
COMPETENT
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When Entrusted
to...

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ELECTRICAL TOWER SERVICE

THERE'S NO FINER SERVICE AVAILABLE ANYWHERE!

Entrust this very important project to ETS who has the experience, equipment and skilled workmen to insure a QUALITY job. ETS has erected hundreds of AM, FM, TV, and microwave towers from coast to coast . . . have satisfied customers everywhere who vouch for their enviable record of dependability and quality workmanship. Save money, time, and headaches by INSISTING that ETS do the job. Write, phone, or wire direct, or have your contractor or supplier contact us.

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your STAFF, your CLIENTS
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LIBEL, SLANDER, INFRINGEMENT OF COPYRIGHT, INVASION OF PRIVACY

Arising from Editorializing, Speeches, Newscasts, Ad libs, Financial Comment, Mystery Plots, Gossipy Announcements, Man-on-the-street Interviews.

Hundreds of Broadcasters and Newspapers guard this continuous hazard with our special, tailored-to-the-risk Insurance.

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LADY LUCK IS A DESERTER!
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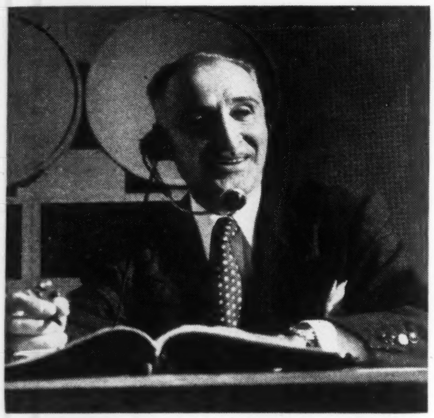


Dr. F. H. Fodor, inventor of Filmcraft Camera Control System and production chief of company, uses intercommunication system to instruct cameramen. In rear is master control panel.

(Continued from page 85)

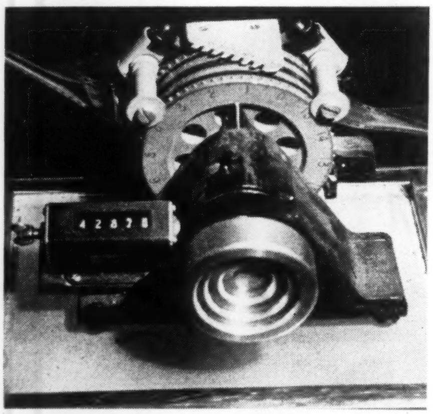
mark on the picture film with the start mark on the special track, and measuring this with the sound film can obtain perfect sync in a matter of seconds."

He stated that the master panel and scriber currently handles eight cameras (the number used to photograph the Marx show), but can be enlarged to accommodate as many cameras as might be desired.

"These eight lamps are mounted in a block positioned just above the film path in the master panel recorder," Dr. Fodor pointed out. "There is one tiny lamp for each camera. And each lamp scribes a line on the film in its special section on that film.

"As a result, the editor, by looking at the master film, can tell which cameras were operating at any particular moment during the entire program. Editing, consequently, is greatly facilitated. Each lamp also has a corresponding indicator light on the exterior of the machine so that the operator at all times during the filming of a show can see what cameras are in operation. By using an intercommunications system, the technical director cues each of his eight operators, directing their every movement."

The master recorder, incidentally, operates at a film speed of 30 feet per minute, according to Dr. Fodor. As this is one-third the speed film travels through a standard motion picture camera, special footage counters installed in the recorder are geared three to one so that an accurate count of camera and sound footage is maintained at all times. The slower speed is desired, so that an entire program (66 minutes maximum) can be controlled with a single roll of 2,000-foot film.



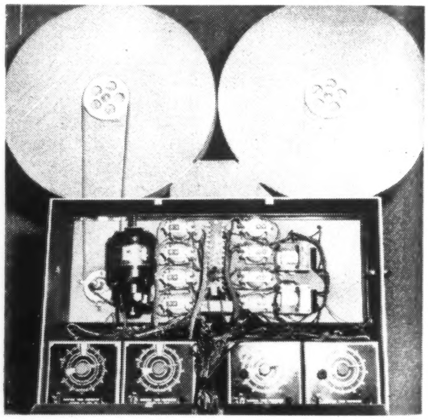
Film counter is used by editor to determine exactly when each of the eight cameras goes on and off the line during actual filming, thus makes easy synchronization possible.

"The complete operation is accurate to 1/192nd of a second or to one-half sprocket hole," Dr. Fodor proudly pointed out.

The continuous filming and synchronizing problems were not the only ones to be overcome by Filmcraft when it was given the *You Bet Your Life* program to photograph. A new lighting system also had to be developed by the firm.

With regular motion picture lighting too bright for comfort, and knowing that he'd never be able to see his audience clearly, Groucho Marx requested that a new type of lighting system be worked out. He wanted one that would permit him to watch the audience carefully to better time his remarks.

"Usually such programs are filmed with a base of between 250 to 400 key (foot candles)," Dr. Fodor explained. "After much experimenting, we worked out a new system, which we like to think is exclusive, that makes it possible to shoot the program with a base of below 75 key (foot candles). The exact figure is a company secret. It also might be interesting to know that no latensification is used in processing the film."



Back of master control panel shows timers and intricate circuits. Device enables Filmcraft Productions to film shows like *You Bet Your Life* without a stop.

Dr. Fodor estimates that the Filmcraft Camera Control System saves more than 20% on TV production costs, a healthy figure when one realizes that the firm has filmed 125 Groucho Marx programs to date alone. This savings on the Marx program, added to that from other shows which the company has photographed, has benefited Filmcraft clients in excess of a half million dollars, he declares.

Compared to standard motion picture techniques, the savings become fantastic. Major movie studios in Hollywood generally budget at least a month's work to get one hour of film. Filmcraft gets it in exactly one hour and credits its patented camera control system for this saving in time and money.

XUM

FEMININE LISTENERSHIP

NBC RADIO Spot Sales has issued a promotion piece titled "If It's Women You Want . . ." which describes local radio "feminine appeal" shows on NBC's WNBC New York, WRC Washington, WTAM Cleveland, KNBC San Francisco and WMAQ Chicago. The folder claims these programs reach hundreds of thousands of working girls and housewives at an approximate cost of $1 per thousand women listeners.

BOOK REVIEW SERIES

NEW program series entitled *The Best in Books* is being seen on WBAL-TV Baltimore. Weekly show features a critical review of one book on each program. Thomas J. White Jr., station's news and publicity manager, has been assigned book review editor as well, and is the critic on the series.

PIE CRIMPER PROMOTION

LATEST in the continuing series of WIBW mailing pieces is a plastic "Pie Crimper". Folder says "To roll up more Kansas sales . . . Hire WIBW." Copy then points out that "It's easy as pie to increase Kansas sales of your product or service. Just follow this simple recipe: Hire WIBW." Mailer is signed by Ben Ludy, general manager.

MERCHANDISING LAB.

NEW "merchandising laboratory" for station clients has been set up by WNBC-WNBT (TV) New York, it was announced last week by Max Buck, merchandising, advertising and promotion manager of the NBC outlets. Stations have joined with London Terrace Super Market in a plan which will provide nearly 30,000 square feet of product display space for experimental testing by WNBC-WNBT clients. The arrangement with the super market is another phase in the stations' concept that "the deal isn't closed until the beans have been sold off the shelf and the toothpaste off the counter."

EVENING FORMAT RESPONSE

WENR Chicago is pulling in mail orders from 40 states and reports "enthusiastic audience and commercial reception" to its new late evening format, built around two programs aired from 8-11:30 p.m. Complete sellout of time periods for *Family Get-Together* and *Country Junction* was reported by Ed Lynch, WENR sales manager. Among the firms buying time are Artists Publications, Trado, Penmaster Pen Co., Real Values, LaRose Hosiery and Stewart Sales Co. Emcee chores on two shows are handled by Jay Arlan and William A. Sheetz.

STORY OF WOR

HISTORY of WOR New York and its growth from a 250-w station set up in the corner of a Newark department store to a 50-kw outlet broadcasting from a modern building overlooking New York's Times Square is detailed in a 30-page booklet prepared by the station's press information department in connection with the station's 31st anniversary on Feb. 22. Titled "31 Years on the Air—the

WSYR-TV's Whodunnit

WSYR-TV Syracuse turned a secondary disaster into a promotion contest when during the film showing of a mystery show, *The Eleventh Hour*, the film broke just before the murderer was revealed.

An avalanche of telephone calls from irate viewers demanding to know the identity of the murderer gave announcer Dusty Rossell an idea. He announced that the first 10 viewers to guess the murderer each would receive a free case of the sponsor's beer, Carlings Black Label.

The two local newspapers played up the accident, thus giving the contest a free publicity shove, according to the station. More than a thousand persons wrote in their choices for the murderer, who subsequently was revealed to all, and the sponsor was pleased at the response to the after-midnight show, WSYR-TV reported.

FUNERAL PARLORS
SKATING RINKS
strikes a NEW NOTE in continuous performance playback music
DANCE STUDIOS
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INTRODUCING THE

AMPEX 450

- *Up to eight hours of uninterrupted performance—day after day, year after year*
- *Requires no attention during operation*
- *Lowest cost per hour*

Model 450 rack-mounted. Also available in portable or console mount.

The new AMPEX 450 gives you hours of high-quality background music delivered at *lowest cost per hour* of any musical reproduction system. With the AMPEX there are no interruptions, no records to change and no attendants since it *needs no attention* during operation. It plays at the touch of a button and keeps on playing for as long as eight hours without repetition. Because tape doesn't lose quality with repeated playings, music is always scratch-free and pleasant, with less background noise and distortion.

The Model 450 is engineered to rigid AMPEX standards and is capable of delivering thousands of hours of service with no breakdowns and minimum maintenance.

FEATURES

- 50 to 7500-cycle frequency response at 3¾ inch tape speed
- Standard NARTB reels up to 14 inches
- Pushbutton controls
- Automatic reverse control available as an accessory permits full eight hour program without interruption.

IF YOU PLAN FOR TOMORROW, BUY AN AMPEX TODAY

For further information, write to Dept. D

AMPEX
MAGNETIC RECORDERS

AMPEX ELECTRIC CORPORATION
934 CHARTER STREET • REDWOOD CITY, CALIF.

Story of WOR—One of America's Great Stations," the booklet was distributed to the trade and consumer press.

SPOT HEADLINES

EXTENSIVE series of spots, called "These Are the Headlines," has started at WIP Philadelphia. Announcements consist of headlines of several top news stories of the hour, plus a quick weather report and a tag line giving the time of the next full news broadcast.

LANNY ROSS PROMOTION

MBS promotion piece in the form of an "engraved" certificate announcing the new *Lanny Ross Sings* program is being sent to editors and newsmen by the network. Show, heard every Sunday effective March 1, will be sponsored by J. R. Wood & Sons Inc., a jewelry firm, through BBDO, N. Y.

'NAME-THE-PROGRAM' CONTEST

THREE-week "Name-the-Program" contest, recently completed at WHAS Louisville, brought 3,667 entries, according to a report from the station. The winning title, *Fun Fair,* is now the name of the daily 8-9 a.m. time segment. Show features live local talent. The winner of the contest was awarded a radio-phonograph combination.

SUNSHINE COVERAGE

COMPLETE with the slogan "KPOL (Los Angeles) Covers Southern California Like the Sunshine," the station has instituted a new program format with emphasis on creating its own disc m. c. personalities. Contest now underway asks those who enter to complete the statement "I want to be a DJ for a day because . . . " Winners will trade places with station's Jack Stanley for a day. Also included in the new format are taped interviews with guest celebrities.

STEEL ITEMS DISPLAYED

CHICAGO public relations office of United States Steel Corp. collected 65 steel items from its plants all over the country for use on NBC-TV's *Mr. Wizard* show in that city Feb. 14. TV insight into the steel industry brought out some interesting facts for viewers during program featuring Don Herbert as "Mr. Wizard" and Bruce Lindgren as Willie. Program is carried by NBC-TV coast-to-coast on 46 stations.

WLAW Hunts G.I. Talent

WLAW Boston on its *Stairway to Stardom* talent show Thursdays is conducting a contest seeking the most talented man or woman of the armed forces in five broadcasts, each airing performances by five members of one service.

Mr. Flynn

A preliminary finalist from each service will perform in a broadcast March 12 and a finalist will be named. All selections will be made by listener vote. The five preliminary finalists will receive awards and the finalist a grand prize at a dinner. The contest will be under leadership of Arthur Flynn, conductor of *Stairway to Stardom* and Peabody Award holder for his radio work for funds in behalf of a paraplegic veteran. The show's producer, Paul Harriman, will assist Mr. Flynn.

JIGSAW CONTEST

VARIATION of the jigsaw contest has been started on KNXT (TV) Hollywood *International Wrestling*, sponsored by Thrifty Drug Stores, on behalf of Allen's Formula 25. Viewers can win by identifying jigsaw photos of mystery wrestlers and will be called after submitting entry blanks. Each week the jackpot grows as another piece of the photo is put into correct position. Agency is Dan B. Miner Co., L. A.

RECORD PRESENTATION

RECORDINGS and historical broadcasts and speeches during the past 25 years have been given by WTMJ-AM-TV Milwaukee on a permanent loan to the Milwaukee Public Library. The presentation of 376 transcriptions was made by R. G. Winnie, assistant general manager of the outlets. Records include speeches by Churchill, Hitler, former Presidents Roosevelt and Truman and other prominent figures.

CONTEST FOR PARENTS

KLAC-TV Hollywood *Televentures*, two 20-minute filmed serials shown five times weekly and sponsored by Southern Calif. Retail Grocers Assn., has added contests to appeal to parents as well as children. To be eligible, parents must enclose grocery sales slips, which give participating sponsors a record of sales, and enable contestants to win washing machines and gas ranges. Program m.c. Gary Goodwin makes personal appearances in the stores during special feature sales. Contest will run for 52 weeks.

BROADCASTING TELECASTING
22
BROADCASTING TELECASTING
BROADCASTING TELECASTING

10,720,000 ISSUES SINCE 1931

and every one

First in readership

First in advertising effectiveness

First in newsworthiness

First with the people you want to sell

. . . whatever you sell!

Advertisers

Seldon F. Myers named director of radio-TV advertising and sales promotion, Westinghouse Electric Corp.

Edward Greenhill, advertising manager, Sterling Television Co., N. Y., TV film producers and distributors, to Direct Mail Printing Co., N. Y., as advertising and sales promotion manager.

John M. Fox, president of Minute Maid Corp., elected to board of directors of Morton Packing Co., Louisville, Ky., packers of frozen meat pies.

Thomas Wheeler, editorial staff, *Berkeley Gazette,* Berkeley, Calif., to American President Lines, S. F., as assistant public relations director.

Agencies

Henry G. Little reelected president of Campbell-Ewald, Detroit and N. Y., and named chairman of board of directors to succeed the late Henry T. Ewald. **Edward E. Rothman,** general manager; **Lawrence R. Nelson,** secretary and treasurer, and **J. J. Hartigan,** director of media, reelected senior vice presidents.

M. Oakley Bidwell, vice president and contact supervisor on General Foods products, Benton & Bowles, N. Y., to Campbell-Mithun Inc., Minneapolis, as vice president and account supervisor.

Mr. Bidwell

Warner M. Wilson, account executive, Long Adv. Service, S. F., named manager. **Milton E. Wise,** vice president, placed in charge of plans.

Kenneth J. Slee, account executive, Western Adv. Agency Inc., L. A., elected executive vice-president and board member. **John C. Moore** reelected vice-president and named director of financial advertising and research. **Joan Doud,** assistant production manager, Erwin, Wasey & Co., that city, to agency as production manager.

G. T. Berthon, manager of Young & Rubicam, Toronto, elected vice president in charge of merchandising. **W. H. Poole,** agency research and account supervisor in Montreal, transfers to Toronto as manager.

Mrs. Abner Dean, account executive on Helena Rubenstein account, Hewitt, Ogilvy, Benson & Mather, N. Y., elected a vice president of agency.

Milton Carlson, vice president and radio director, Western Adv. Agency Inc., L. A., opens **Milton Carlson Co.,** that city, at 3450 Wilshire Blvd. Telephone is Dunkirk 8-9464. **Ruth Johnson,** timebuyer and assistant radio director, Western Adv. Agency, to new agency as timebuyer and executive assistant.

Marion Harper Jr., president of McCann-Erickson, N. Y., elected vice chairman of board of directors of Adv. Research Foundation.

Sol Katz, Biow Co., N. Y., to Geyer Adv., same city, in research department as project director.

Stephen Schaffer, radio-TV director and account executive, F. E. Ford Agency, L. A., to Yambert-Prochnow Inc., Beverly Hills, in same capacities.

Lawrence Leach, account executive with Benton & Bowles, N. Y., on General Foods and Diamond match accounts, moves to media department executive group to specialize in writing of plans and projects.

Cliff Badger, continuity and promotion manager, KTMS Santa Barbara, to J. Walter Thompson Co., S. F., on radio-TV staff.

John Scherer, staff artist, Hicks & Greist, N. Y., promoted to art director of agency.

Daphne June King, copy department, Sidney Garfield & Assoc., S. F., promoted to copy chief.

George W. McMurphey Adv. Agency, Portland, has changed name to **McMurphey & Webber** with addition of **Ken Webber,** free lance publicity and advertising, as associate.

Robert C. Lochrie to Curt Freiberger & Co., Denver, as executive assistant.

Sherburne C. Brown to D. P. Brother & Co., Detroit, as account executive. **Albert C. Cochrane Jr.** and **Val Corradi,** agency's copy department, transfer to account executive staff. **I. E. Reynolds** named Detroit office manager. Additions to creative staff are **E. J. Baldwin, Alex Darragh, John W. Gafill, Robert F. Higbee, Stephen J. Manhard, Dermott F. McCarthy, Sylvester Nemes, Robert R. Clark** and **Paul R. Meyers. Joseph P. Henry** and **Thomas F. Cram** to agency in media and records departments, respectively.

Oliver A. Reid, advertising manager, *Automotive News,* to Alport & O'Rourke, Portland, as production manager.

Montgomery Orr, executive art director, Monroe Greenthal Co., Universal City, Calif., promoted to manager and account executive.

Peter Nicolas, Benton & Bowles, N. Y., promoted to associate director of research.

Harry H. Patterson, radio-TV director, Dowd, Redfield & Johnstone, N. Y., to Harry B. Cohen Adv., same city, as account executive.

Roy E. Burns appointed media manager, Stewart-Bowman-Macpherson Ltd., Vancouver.

Donald K. Beyer, media director, Comstock Adv., Buffalo, to James G. J. Wells Inc., same city, as account executive and media director.

Harry W. Weeks, formerly with Biow Co., to Wilson, Haight & Welch Inc., N. Y., in copy department.

Willard Hanes, in charge of commercials on NBC-TV *Dinah Shore Show* for Campbell-Ewald Co., Hollywood, on Chevrolet account, promoted to West Coast radio-TV director for agency. **John H. Coleman,** assistant to Mr. Hanes, retains same capacity.

Rube Polen to Jack Lacey Adv., Tampa, Fla., as head of radio-TV department.

Mary Lawrence, media director, Anderson-McConnell Adv., L. A., to Geyer Adv. Inc., Hollywood, in same capacity, succeeding **Betty Rolston,** retired.

Zachary Schwartz, Biow Co., to Sherman & Marquette, N. Y., in creative TV Department.

Cory Simmons, traffic manager, Lewin, Williams & Saylor, N. Y., to Davis & Co., L. A., as media director, succeeding **Toni Anthony,** retired.

Stations

Wayne Kearl, general sales manager, KGMB-AM-TV Honolulu and KHBC Hilo, promoted to assistant general manager in charge of sales.

Ken Strong, commercial manager, WVOM Brookline, Mass., promoted to national commercial manager. **Ted Lang,** station's commercial staff, named director of special events.

Erwin Rosner appointed local sales manager, WPEN-AM-FM Philadelphia.

Robert Martin, KPHO-AM-TV Phoenix, Ariz.,

THE LATEST
WCKY
STORY

Dear Time Buyer:
Buy WCKY Cincinnati—the station that sells because of its "know how"—the station that concerns itself with your share of sales—the station that is known as
THE SELLINGEST STATION IN THE NATION.
Sincerely,
L. B. Wilson

FIFTY GRAND
IN SELLING WATTS

WCKY

appointed to newly created post of assistant station manager in charge of radio.

George Baron, commercial manager, KOWL Santa Monica, Calif., promoted to general manager.

Mr. Keller

William H. Keller Jr., vice president, WEAS Inc., Decatur, Ga., elected president of E. D. Rivers Jr. radio interests, which include WEAS, WJIV Savannah, Ga., WGOV Valdosta, and KWEM West Memphis.

Bob Robinson, assistant manager, WHSY Hattiesburg, Miss., elected vice president.

William S. Baskerville, account executive, promoted to commercial manager, WFMY-TV Greensboro, N. C.

Robert J. Crosswell, formerly with NBC guest relations department, N. Y., to WSAZ Huntington, W. Va., as account executive.

Bruce Barrington, assistant general manager and news editor, KXOK St. Louis, appointed to radio commission of Metropolitan Church Federation of St. Louis.

Mr. Evans

Virgil V. Evans appointed general manager, WCOG-AM-TV Greensboro, N. C.

Fred L. Beard, assistant manager, WJDX Jackson, Miss., named station manager, succeeding **Wiley P. Harris,** who has retired.

H Quenton Cox, president of KGW Portland, Ore., elected chairman of board of directors of Multnomah County chapter, National Foundation of Infantile Paralysis for 1953.

Charles Vanda, vice president in charge of TV, WCAU-AM-TV Philadelphia, appointed radio-TV chairman for 1953 Cancer Crusade during April.

Herman Sitrick, salesman at WJOL Joliet, Ill., to WCFL Chicago in same capacity.

Harold Hand, account executive, WKRC-FM Cincinnati, named sales manager there.

Mr. Hand

Neal B. Bunn, assistant manager, KNEA Jonesboro, Ark., appointed general manager, KRLW Walnut Ridge, Ark.

James D. Shouse, chairman of the board, Crosley Broadcasting Corp., Cincinnati, appointed to serve on honorary general committee of 49th annual convention of Adv. Federation of America June 14-17 in Cleveland.

Harry Jack, announcer-salesman, WKBS Oyster Bay, N. Y., to WBOY Tarpon Springs, Fla., in same capacity.

Lila Lambert appointed head of promotion and publicity, WKRC Cincinnati, succeeding **William Hines,** who has resigned.

Naomi Rector, chief of traffic and continuity, WPTR Albany, N. Y., appointed program director there, replaced by **Jane-Ann Diekman,** women's editor. **Roger Stevens,** newscaster and announcer, named director of promotion, publicity and special events. **George Miller,** station sportscaster, appointed director of broadcast operations. **Vera Schoen,** secretary, added to copy staff.

Miss Rector

Robert J. McBride Jr., program-promotion manager, WGH-AM-FM Newport News-Norfolk, Va., appointed to promotional post with Norfolk Port Authority, replaced by **Ambert Dail** as program manager and **William A. Rhyne** as promotion manager.

Jack Moran, sportscaster and sports director, KVER Albuquerque, to KGGM same city in same capacity.

Dix Harper, farm service director, WIBC Indianapolis, to WLS Chicago, as commercial farm editor.

Leo DeConnick, chief engineer, KTMS Santa Barbara, Calif., adds similar duties at KCOY Santa Maria, Calif. **Frank Stenger,** chief announcer and continuity director, WOKO Albany, N. Y., to KTMS as continuity director.

Laura Chapin, formerly announcer-engineer at KGBC Galveston, Tex., to WHBO Tampa, Fla., in same capacity.

Tom Taggart, New York radio-TV writer, to Ivan Tors Productions, Hollywood, assigned to feature film production, "Space Station, U.S.A."

Jerry Hemphill, disc m. c., KOWL Santa Monica, Calif., to KPOL Los Angeles in same capacity. **Cindy Jensen,** traffic department, KWKW Pasadena, and **Tom Settle,** engineer, KOCS Ontario, to station as traffic manager and assistant engineer, respectively.

Jerry Holm, KFNF Shenandoah, Iowa, to KIHO Sioux Falls, S. D., as announcer.

Don John Ross, WJTN Jamestown, N. Y., to announcing staff, WSPD Toledo.

Bob Stone, announcer, KRNO San Bernardino, Calif., to KFVD Los Angeles in same capacity, succeeding **George Sander,** resigned to free lance.

John Brown, Hollywood radio actor, assigned role in Columbia Pictures feature film release, "The Wild One."

Janet Bergmark to WICC Bridgeport, Conn., as music librarian.

Al Krieg, KDLM Detroit Lakes, Minn., to WCOW South St. Paul, as staff announcer.

John Hiser to WTAG Worchester, Mass., to handle publicity and promotion.

Dallas E. Burnette, announcing staff, WHAP Hopewell, Va., to WINK Ft. Myers, Fla., in same capacity.

Harvey Dinkins, farm service director, WSJS Winston-Salem, N. C., appointed director of fund campaign of National Assn. of Radio Farm Directors on behalf of flood victims in Netherlands.

Bob Ackerley, KXA Seattle news editor, appointed chairman of radio div., Seattle-King County Chapter, American Red Cross.

George Putnam, newscaster, KTTV (TV) Hollywood, named Man of the Year for 1953 by National Home for (Jewish) Children, Denver, for contributing to integration of all races and religions.

Helen Parrish, motion picture and TV film actress, to KNBH (TV) Hollywood as hostess-m. c. on *It's a Good Idea.* She succeeds **Lee Hogan,** who will package new programs.

Michael Cole, recently separated from U. S.

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FOR ALL BROADCASTING EQUIPMENT NEEDS

THESE OFFICES
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HOUSTON, TEXAS . . . . TEL. ATWOOD 8536
WASHINGTON, D. C. . . . TEL. METROPOLITAN 8-0522
MONTREAL, QUE. . . . . TEL. ATLANTIC 9441
NEW YORK CITY . . . . . TEL. MURRAY HILL 9-0200

Armed Forces, to KLAC-AM-TV Hollywood, as member of publicity department.

Paul Kennedy Jr., sales service representative, KLAC Hollywood, named production supervisor on station's *570 Club, Top Ten Tunes* and KLAC-TV *Top Tune Time.* He is succeeded by **Jon Ross,** account executive, KALI Pasadena.

Jean-Paul Lemire, CKCH Hull, Que., elected president of French Broadcasters Assn. of Canada. **Tom Burham,** CKRS Jonquiere, elected secretary.

Clem Cooper to announcing staff, KGKO Dallas, Tex.

Hal March, Hollywood radio-TV actor-comedian, assigned role of Gus Edwards in Warner Bros. feature film, "The Eddie Cantor Story."

Bub Hall, announcer, CKEY Toronto, to CKOY Ottawa, as newscaster.

Sheila McKeon, account executive, David O. Albert Assoc., N. Y., public relations firm, to WPIX (TV) New York's public relations staff, succeeding **Carol Levine,** promoted to station's film department.

John Callaghan, announcer, **Dave Davis,** senior producer and **Milton Kamito,** director, WMAL-AM-TV Washington, add duties as radio-TV instructors at American U., Washington, D. C.

Jerry Landay, Tele-Prompter Corp., to WNEW New York production staff.

Bill Robinson to WSYR-TV Syracuse, as properties man.

Arnold H. Katinsky, staff writer, WFIL Philadelphia, to promotion-publicity staff, WMAL-AM-TV Washington. **Dave Davis** promoted to senior producer at station.

William A. Sheetz, formerly with WLEX Lexington, Ky., to WENR Chicago as announcer.

Hayden Timmons appointed assistant farm director, WHAS Louisville.

Larry Carr, WNJR Newark, to announcing staff, WPTF Raleigh.

Ed Slusarczyk, farm director, WIBX Utica, N. Y., named chairman of National Public Relations for Agriculture Committee.

Edward V. Cheviot, commercial manager, WOAI-TV San Antonio, and **Dorothy B. Liles,** society staff *San Antonio Light,* were married Feb. 16.

Gifford Phillips, president, KGHF Pueblo, Col., and TeeVee Co., Beverly Hills video film production firm, and **Joann Kocher** were married Feb. 16.

Ed Weston, program director, WCPO-TV Cincinnati, father of girl, Cari Alyn, Feb. 2.

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Ted Eleston, account executive, WSPD Toledo, father of boy, Feb. 11.

Dick Stewart, singer, KTTV (TV) Hollywood *Dude Martin Show,* father of girl, Victoria Louise, Feb. 16.

Jack Rourke, m.c., KECA-TV Los Angeles, father of twins, boy and girl, Feb. 18.

Judith Stickles, executive secretary, WICC Bridgeport, Conn., and **Kenneth Kost** have announced their engagement.

Norm Colman, musician on WSYR-AM-TV Syracuse *The Jim Deline Gang,* father of girl, Pamela Jane.

Dick Keusink, news room supervisor, KTLA (TV) Hollywood, father of girl, Deborah Ellen, Feb. 7.

Stan Dale, announcer, WXYZ Detroit, father of girl, Ramona, Jan. 27.

Ralf Brent, director of sales, WIP Philadelphia, father of boy, Peter, Feb. 18.

Dick Burns, announcer, WTTM Trenton, N. J., father of girl, Sara Jane, Feb. 6.

Sid Brenner, WNHC-AM-TV New Haven, Conn., and **Vivian J. Jackson** were married Feb. 21.

Networks

Sam Posner, assistant program administrator of DuMont Television Network, has resigned, effective March 15. He has not announced future plans.

Louis Dorfsman, art director in CBS Radio sales promotion and advertising department, named associate director of department in addition to art directorship.

Roland Kay, KNX Los Angeles, to CBS Radio Spot Sales, Chicago, as account executive.

H. Weller Keever, sales representative, NBC Film Div., to its Central Div. as sales manager. He replaces **Richard G. Cahill,** who resigned to join WBBM-TV Chicago as account executive [B•T, Feb. 23].

Herbert J. Teison, Schwerin Research Corp., appointed to staff of DuMont Television Network research department.

Red Barber, CBS counselor on sports, named national radio chairman for 1953 observance of National Sunday School Week, April 13-19.

John K. West, vice president in charge, NBC Western Div., cited by Los Angeles Negro History Week committee for "contributions fostering better race relations" in employment of Negroes in positions of responsibility.

Danny Arnold, motion picture writer, signed by NBC-AM-TV stars **Dean Martin** and **Jerry Lewis** to exclusive five-year contract as special material writer for team's TV appearances.

IN THE 7th MARKET, CLEVELAND

—your lowest cost per 1000

WDok

1260 KC
5000 WATTS

FULL TIME
INDEPENDENT

NARTB

Represented by
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it's **best** to be in the....
MIDDLE

...and the best is WSLI, the oldest regional station in Jackson at the same favorable middle position on the dial.

JACKSON, MISSISSIPPI

WSLI 5000 watts DAY & NIGHT
TOWN AND COUNTRY STATION
the middle spot
930
on your dial
ABC AFFILIATE

Weed and Company, National Representatives

Lewis, to exclusive five-year contract as special material writer for team's TV appearances.

Paul Robinson, NBC-TV Chicago director, and **Anne Evans,** copywriter, Young & Rubicam, same city, have announced their marriage.

Bob Eckhardt, assistant manager of studio and services, ABC Central Div., Chicago, father of girl, Terri Jean.

Len Salvo Jr., NBC-TV Chicago assistant director, and **Nancy Lee Ellis** have announced their marriage.

Joseph Month, NBC Chicago TV continuity acceptance staff, father of boy, Christopher Michael.

Jack Hope, producer on NBC radio *Bob Hope* daytime show, father of girl, Deborah Ann, Feb. 17.

Lillian Lane, member of Lemac Quartet on CBS Radio *Bob Hawk Show,* and **Roland R. Henningfield,** Los Angeles department store executive, were married Feb. 14.

Al Gordon, writer, CBS Radio *Jack Benny Show,* father of boy, Neil Bruce, Feb. 11.

Representatives

Vincent C. Piano, promotion manager, WSB-AM-TV Atlanta, to Robert Meeker Assoc. as promotion director.

William A. Creed Jr. to sales staff, Bertha Bannan, Boston, station representative firm.

Richard Bott, account executive, KSAN San Francisco, opens radio representative firm, **Richard Bott & Assoc.,** at 1355 Market St., that city. Telephone is Market 1-8171.

Carl Schuele, disc m.c., KPOL Los Angeles, to W. S. Grant Co., that city, as account executive.

Equipment

C. J. Molthop, Haddonfield, N. J., appliance dealer, named to newly-created post of manager of new market development for receiver div., Allen B. DuMont Labs.

Dick Kellogg, sales staff, Anaconda Wire & Cable Co., transfers to firm's production department.

William L. Whiteman, sales engineer in charge of radio towers for 11 Western states, IDECO Division of Dresser Equipment Co., to Tower Engineering & Construction Co. Houston, distributors of EMSCO towers and transmitter buildings as West Coast division manager with offices at 249 Granada Ave., Long Beach, Calif.

Harry T. Hagerty to equipment manufacturers sales staff, Magnatran Inc., Kearny, N. J.

C. M. Lewis appointed manager of communications marketing div., RCA's Engineering Products Dept.

John J. Doyle appointed manager of renewal tube sales and **James L. Brown** named manager of equipment tube sales, Westinghouse Electronic Tube Div., Elmira, N. Y.

Malcolm P. Herrick and **Rudolph G. Miller** appointed chief engineer and assistant chief engineer, respectively, of radio-TV div., Stromberg-Carlson Co., Rochester, N. Y.

Jack Hauser, sales engineer, Minnesota Mining & Mfg. Co., to Ampex Electric Corp. (magnetic tape recorders and data recording equipment), as manager of newly opened San Francisco district sales office, 100 Bush St.

K. T. Eckhardt, vice-president, R. V. Weatherford Co., Glendale, Calif., to Hycor Co., North Hollywood, Calif. (electronics equipment) as manager of newly formed Hycor Sales Co.

Burton P. Gale, sales promotion manager of Zenith Radio Dist. Corp. of Chicago, to Stewart-Warner Electric (radio-TV division of Stewart-Warner Corp.) as advertising manager.

Jack Hauser, sales engineer, Minnesota Mining & Mfg. Co., to Ampex Electric Corp., Redwood City, Calif., as head of newly opened district sales office at 100 Bush St., S. F.

Bruce Duncan appointed Seattle zone manager, Crosley Div., Avco Mfg. Corp., Cincinnati.

Services

John Baird, director of public affairs, KMPC Hollywood, has resigned to become special consultant in media and public relations.

Don Perkins, Ettinger Co., Hollywood public relations firm, to Los Angeles Safety Council in charge of public relations.

John D. Puter, KOA Denver, to William Kostka & Assoc., that city (public relations firm), as assistant radio-TV director.

Arthur White, account executive with Banner & Greif, N. Y., public relations firm, appointed director of research and sales development.

Charles D. Spangler, Hollywood free lance publicist, to Steve Hannagan, publicity firm, that city.

Anne Director, publicity director, J. Walter Thompson Co., S. F., opens food publicity service at 2210 Jackson St., that city.

Shirley and **Norman Carroll,** radio-TV publicists for Clyde Beatty and Ringling Bros. Circus, parents of boy, Kevin, Jan. 31.

Program Services

Edward F. Libby, radio-TV officer with U. S. Marine Corps., Washington, to Harold C. Meyers Productions Inc., N. Y., radio-TV packaging firm, as sales representative and producer.

Hal G. Neely, West Coast sales manager, Allied Record Mfg. Co., Hollywood, promoted to national sales manager. **J. F. Wegner,** contract administrator, firm's Washington office, transfers to Hollywood as sales representative.

Frank Oxarart and **Wayne Steffner,** partners in Oxarart & Steffner Inc., Hollywood (live radio-TV packagers), have split corporate firm and become **Frank Oxarart Productions** and **Wayne Steffner Productions.** Address remains 6223 Selma Ave. Telephone for former is Hollywood 9-1171; latter is Hempstead 4173.

Sonny Shamberg, Hollywood free lance writer, to Lester Salkow Agency, that city, as head of literary department for TV-motion pictures.

Trade Associations

Vincent Wasilewski, NARTB chief attorney, father of girl, Jane Ann, Feb. 11.

Government

Andrew W. Cruse, assistant chief engineer of FCC 1936-41, has resigned as assistant vice president of Federal Telephone & Radio Corp., Clinton, N. Y., effective March 1.

James Cudney, engineer, NBC-TV Chicago, resigns to join U. S. State Dept. as instructor in electrical engineering in Afghanistan Institute of Technology.

the NBC *station serving*
greater YOUNGSTOWN, O.
30th population area in U.S.
5,000 WATTS
WFMJ
Duplicating on 50,000 Watts FM

CBC TALENT PROBLEM

Meetings will be held with a view toward applying the Massey recommendations on more local talent and programs.

MEETINGS with independent Canadian broadcasters are planned for the near future by the board of governors, Canadian Broadcasting Corp., to study practical methods of implementing recommendations of the Massey Commission on using more Canadian content in programs. CBC officials report that CBC would like to see new regulations in force as soon as possible, but there is no intention of "forcing" new or "impractical" regulations on Canadian broadcasters.

CANADA

Suggested regulations for Canadian program content vary from having such shows aired from 30% to 40% of all broadcast time, depending on the status of the network station and the area population.

The Massey Commission reported too little Canadian talent and programs are used by Canadian stations. The report, signed by the governor-general of Canada, Vincent Massey, recommended greater development of Canadian talent of all types.

CBC board reportedly believes some independent stations there are not in accord with the brief presented on this by the Canadian Assn. of Broadcasters. CBC board believes broadcasters, at informal sessions with board members, could suggest practical methods of furthering Canadian program development.

CBC has no plan to withdraw proposed regulations completely, it was learned. Some modernization of present regulations is needed, board reports, and it will collect opinions from all sources as the regulations are a "long term proposition."

CBC hopes to finalize regulations as soon as possible in order to get to the problems of licensing independent TV stations. CBC regulations for AM stations will probably apply to TV also, with some leeway expected on live program content in order to get stations on the air.

TV Production High

CANADIAN TV set production for January totaled 25,272 units valued at $10,565,428, according to figures of the Radio-Television Mfrs. Assn. of Canada. Of the total, 10,776 sets had picture tubes of 17 inches or less. January production brings total Canadian production since the start in 1949 to 250,083 sets, of which 54% are in the Toronto-Niagara Falls area, 22% in the Windsor (opposite Detroit) area, 18% in Montreal, and the rest scattered.

CANADA

CMBF-TV Havana Operating Six Hours Daily

HAVANA'S new vhf Ch. 7 station, CMBF-TV, went on the air Feb. 2 with six hours daily operation, according to Goar Mestre, director general of Circuito CMQ, S. A. The station was to be on the air nine hours a day by yesterday (Sunday), with continuous motion picture performance consisting of local news, international news, a cartoon, a documentary film, a feature picture and sports events, Mr. Mestre said.

HAVANA

Another outlet, vhf Ch. 2, was reportedly going on the air Feb. 18. Mr. Mestre predicts that there will be a total of five TV stations in Havana plus five other transmitters in the interior [B•T, Jan. 26].

CMBF-TV is equipped with a 5 kw DuMont transmitter and 6-bay superturnstile antenna, installed on top of Radiocentro Building, 300 feet above sea level. The Cicuito CMQ, S. A., director general reports that reception has been excellent, even with few high channel antennas, and that picture quality is the best yet received in Cuba.

CAB Convention Set for Next Week in Montreal

ADDITIONAL sessions on television will be on the agenda of the annual convention of the Canadian Assn. of Broadcasters at the Mount Royal Hotel, Montreal, March 9. Final afternoon sessions will deal with "How to Apply for a Television License," by Wilbert Smith, Dept. of Transport, Ottawa, and "What Happens to AM in Television Markets?," with Gene Seehafer, research and promotion manager of CBS, New York.

CANADA

Opening session on "Agency Day" will include a short business meeting in the morning and talks by Richard Gettell, Time Inc., New York, on research; sales rates and values by Pat Freeman, CAB sales director; election of directors in afternoon; discussion on programming pitfalls by Mrs. Harriett Moore, Social Research Inc., Chicago, and "How to Live With Television and Survive," Harold E. Fellows, NARTB president.

Tuesday sessions will begin with a resume on CAB's teen-age book parade program by Charles Clay, Ottawa; report on press rights committee; talk on behavior dynamics by W. H. Wulfeck, William Esty Co., New York, and discussion of public service programming. In the afternoon the annual meeting of the Bureau of Broadcast Measurement will be followed by programming discussions headed by Ted Cott, NBC, New York.

On Tuesday evening, awards will be distributed at the annual dinner.

Wednesday business sessions will begin with reports of General Manager T. J. Allard and Sales Director Pat Freeman, followed by discussion on program popularity surveys, report of standard accounting committee, the constitutional committee and new constitution, and BMI Canada Ltd., and discussion on associate member fees.

Final business sessions, TV licensing and AM programming are scheduled for the concluding session on Thursday.

CBC to Receive Support From Tax on Sets, Parts

Government to keep separate books on revenues from set sales for maintenance of both radio and TV systems by CBC.

CANADIAN Broadcasting Corp. will be supported by the existing 15% excise tax on all radio and TV sets and tubes and components, Finance Minister Douglas Abbott said Feb. 19 in announcing abolition of the country's annual $2.50 $2.50 listener fee. [AT DEADLINE, Feb. 23].

CANADA

The Canadian government has been concerned for some time about where to obtain its revenue and still keep CBC from becoming a political patronage operation. Public opinion against the annual "nuisance" fee has mounted in recent years and political party leaders have advised the government to drop it.

To offset argument that CBC might be controlled by the political party in power, Mr. Abbott said the excise tax will supply revenue for CBC. Separate books will be kept on this revenue, dividing it into AM-FM and TV categories for maintenance of both systems by CBC. CBC expects to receive about $12 million from this source, judging the figure on the present excise tax income.

Fee Off on All Sets

The listener fee was removed from both radio and TV sets.

The new revenue source will replace about $6 million received in recent years from the listener license fee, and provide some $6 million needed for TV operations in the coming fiscal year. Revenue from TV set sales will increase as sales increase, and CBC expects to need $10 million for its TV operations within the next few years. Some of this will come from commercial program revenue.

CBC continues to receive the statutory grant of $6,250,000 for the next three fiscal years. Abolition of the annual listener license fee will save the government an estimated $500,000 in collection expenses. Move was based on the theory that the new method of financing CBC will place the cost on persons and groups receiving benefits. This especially applies to TV, which will for many years be seen in limited areas of Canada, and is designed to stop complaint that TV is paid for by the general taxpayer who may not live in a TV area.

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WNHC
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Station Income Base for Music Fees, Court Rules

CANADA

CANADIAN independent broadcasters, through a test case involving CHML Hamilton, have lost the first round in an appeal against collection of music copyright fees based on station revenue. The Exchequer Court at Ottawa Feb. 23 upheld a 1952 decision of the Canadian Copyright Appeal Board, doubling the copyright fees charged independent Canadian stations.

The court upheld the Canadian Copyright Appeal Board's powers in basing the fees on gross revenue of the stations rather than on the number of licensed radio sets in Canada. The Canadian Assn. of Broadcasters will appeal this judgment to the Supreme Court of Canada.

In 1952, the Canadian Copyright Appeal Board ruled that independent stations should pay the Composers, Authors and Publishers Assn. of Canada (CAPAC) 1¾% of gross revenue, instead of the previous seven cents per licensed receiver. Canadian Broadcasting Corp. made a similar arrangement with CAPAC based on its commercial revenue plus one cent per capita on the total Canadian population.

This brought CBC fees to about $170,000 from $152,000 in 1951, and fees of independent stations from $152,000 to $350,000. Independent stations objected to CAPAC being allowed inspection of station books.

Harry Engel Applies For AM Outlet on Guam

GUAM

APPLICATION for a grant to operate an AM station on the island of Guam was announced last week by Harry M. Engel, owner-manager of KVEN Ventura, Calif. Mr. Engel said Phil Berg, a motion picture and entertainment pioneer, will be associated with him.

Mr. Engel said the application specifies 1 kw on 610 kc, and that operation would be 18 hours daily. He said Guam, a U. S. territorial possession, and other islands of the Marianas group, have a population of more than a hundred thousand. Guam itself has thousands of U. S. civilian and military personnel, a large native population, and has a thriving business community distributed in several population centers, he said.

Legal counsel is John Hearne, San Francisco and Los Angeles, and engineering was prepared by T & T Measurement Co., Long Beach, Calif., Mr. Engel said.

'Culture' Unlimited

U.S.S.R.

FIFTEEN per cent more telecasts will originate in Moscow this year than last, according to a report from Radio Moscow received by the State Dept. The report, aired in Russia Feb. 7 for a European audience, said the number of TV viewers increases daily and now is "several times more'" than can be accommodated at one time in all of the city's theatres and concert halls. Twenty-two theatres there will telecast their best shows in an effort to "satisfy the growing cultural demands of the Soviet workers." Proposed series have been titled "Our Motherland," "The Great Construction Sites of Communism," "The Stalin Prize Winners" and "The Map of the World."

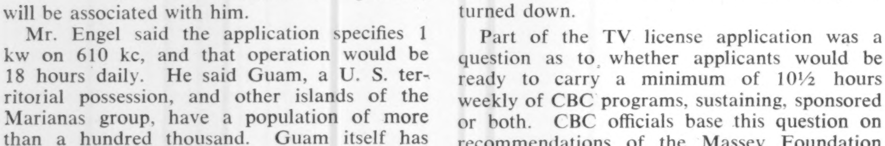
CBC TO HEAR TV BIDS IN MARCH

CANADA

APPLICATIONS for first independent Canadian TV stations will be heard by the Canadian Broadcasting Corp. board of governors in Ottawa March 26-28. Applications were filed with the Dept. of Transport, Ottawa, by Feb. 23. CBC board is to announce today (Monday) which applications will be heard.

Applications for Canadian independent TV stations are expected from all parts of Canada. CBC has stations at Montreal and Toronto, and plans to operate stations at Ottawa, Halifax, Winnipeg and Vancouver. How much service area CBC stations will have has not been announced, and some applications from cities near these CBC-TV centers may be turned down.

Part of the TV license application was a question as to whether applicants would be ready to carry a minimum of 10½ hours weekly of CBC programs, sustaining, sponsored or both. CBC officials base this question on recommendations of the Massey Foundation that private TV stations should be part of the national CBC system by carrying a percentage of CBC-TV programs, either on film, kinescope or by microwave relay. CBC program executives believe most applicants for TV stations will welcome the minimum specification for sustaining programs.



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Floridians Work to Keep All 9 School TV Channels

FLORIDA educators are working to get the state's nine allocated educational TV channels on the air, after plans were detailed at the Governor's Conference on Educational Television in Gainesville a fortnight ago. Gov. Dan McCarty named the General Extension Div. of Florida, representing state-supported colleges and universities, to handle arrangements for the conference.

Educators and consultants, meeting with members of the National Citizens Committee for Educational Television, the Joint Committee on Educational Television and Florida's Junior Chamber of Commerce, integrated local and state plans, and adopted a resolution calling for the governor and legislature to preserve and keep allocation of all the channels reserved for Florida.

List of Speakers

Speakers included NCCET representatives Clarence Adamy and Earl Minderman, both Washington; representing JCET, Graydon Ausmus, director, WUOA U. of Alabama; Franklin Dunham, radio-TV chief, U. S. Office of Education; Seymour Krieger, legal counsel, Washington; Warren Pierce, *St. Petersburg* (Fla.) *Times;* I. Keith Tyler, Ohio State U., and Harold Wigren, director, audio-visual education, Houston public schools.

Two of nine cities affected are taking definite action. Miami has applied for a construction permit and St. Petersburg has an educational TV committee. These cities, along with Pensacola, Panama City, Tallahassee, Gainesville, Jacksonville, Orlando and West Palm Beach, will submit nominations for membership on the State Committee on Educational TV.

'Pilot' Outlets Proposed

A BILL authorizing establishment of three "pilot" educational television stations by the New York State Board of Education has been introduced in the state legislature by Sen. Earl W. Brydges (R), of Niagara, chairman of the education committee.

Sen. Brydges' office said the measure would appropriate about $1.6 million to construct the three stations and $275,000 to operate each during the first year.

Proposal for the state to operate a network of 10 educational TV stations anticipated by FCC's allocations table has been the subject of wide controversy and some sources believe a personal appeal by Gov. Thomas E. Dewey would be necessary to win legislative approval for state-operated outlets. Education Commissioner Lewis A. Wilson said the Brydges bill was not sponsored by his department or by the Board of Regents.

Iowa State Offers TV News

TELEVISION NEWS is being offered as a new course by the State U. of Iowa's School of Journalism to "well-qualified persons with a background in editorial reporting and pictorial journalism." It will become a regular part of the curriculum under Prof. Arthur M. Barnes.

Capital Educators Ask FCC To Withhold Action on TV Bid

GROUP of representatives of educational and cultural institutions in the Nation's Capital asked FCC fortnight ago to withhold action on the noncommercial, educational TV application of the District of Columbia Board of Education for at least eight weeks. The purpose is to allow the drawing up of plans for community-wide participation in the station, perhaps using money from the Ford Foundation's Fund for Adult Education. Reserved uhf Ch. 26 is involved.

The request was contained in a letter to the Commission following a meeting of the group Feb. 16. The session was spurred by Earl Minderman, field liaison officer of the National Citizens Committee for Educational Television, who now is assigned full time "to do something about the Washington situation." Mr. Minderman previously was assistant to FCC Chairman Paul A. Walker.

NCCET, whose honorary co-chairmen are Dr. Milton S. Eisenhower, Pennsylvania State College president, and Undersecretary of the Treasury Marion B. Folsom, is a companion unit of the Joint Committee on Educational Television.

Since the Fund for Adult Education will not make a grant to a single entity, but rather prefers the TV applicant to be a cooperative venture representative of all aspects of a community, the group had explored means to expand participation in the Washington educational bid. Conferences with Board of Education officials are scheduled.

Delbert Clark of the Fund for Adult Education told the group the fund would consider a grant of $100,000 under certain conditions if a cooperative venture is arranged.

Southwest Radio-TV Meet

TEXAS and Oklahoma broadcasters will meet with students and teachers from colleges in five states March 5-6 at the 11th annual radio-TV conference at the U. of Oklahoma. Dr. Sherman P. Lawton, coordinator of broadcasting instruction at the university and a member of the conference planning committee, has arranged seminars on personnel, TV jobs, copywriting, selling, program standards, film and audience composition.

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FOR THE RECORD

Upcoming Events

March 1-3: American Public Relations Assn. eighth annual conference, Mayflower Hotel, Washington.

March 5-6: Eleventh annual radio-TV conference, U. of Oklahoma.

March 6: Eighth annual Michigan State Radio & TV conference, Michigan State College, East Lansing.

March 9-12: Canadian Assn. of Broadcasters annual convention, Mount Royal Hotel, Montreal.

March 15-16: Arkansas Broadcasters Assn., annual spring membership meeting, Marion Hotel, Little Rock.

March 16: Texas Assn. of Broadcasters meet, Commodore Perry Hotel, Austin.

March 18-20: Assn. of National Advertisers, The Homestead, Hot Springs, Va.

March 22: Electronic manufacturers (with government contracts) meet under sponsorship of Radio-Television Mfrs. Assn.'s Technical Products Div.; Roosevelt Hotel, New York.

March 23-26: Institute of Radio Engineers annual convention, Waldorf-Astoria Hotel, New York.

March 26-28: Alabama Broadcasters Assn. annual spring meeting, Florence, Ala.

March 26-28: Board of governors, Canadian Broadcasting Corp., meeting at Ottawa.

March 28: West Virginia Broadcasters Assn. annual spring meeting, Daniel Boone Hotel, Charleston, W. Va.

April 11: New England Radio Engineering Meeting, sponsored by the North Atlantic Region, Institute of Radio Engineers, U. of Connecticut, Storrs, Conn.

April 12: Seventh annual Frances Holmes awards luncheon, Hotel Statler, Los Angeles.

April 16-19: Twenty-third Institute for Education by Radio-TV, Deshler-Wallick Hotel, Columbus, Ohio.

April 18: Seventh Annual Spring Technical Conference, Cincinnati.

April 21-23: American Newspaper Publishers Assn., Waldorf-Astoria, New York.

April 23-25: American Assn. of Advertising Agencies, The Greenbrier, White Sulphur Springs, W. Va.

April 27-May 1: Society of Motion Picture and Television Engineers, 73rd semi-annual convention, Statler Hotel, Los Angeles.

April 28-May 2: First national television news seminar, co-sponsored by Radio-TV News Directors Assn. and Northwestern U.'s Medill School of Journalism, Orrington Hotel, Evanston, Ill.

April 29-May 1: Electronics Symposium, Shakespeare Club, Pasadena, Calif.

April 28-May 1: NARTB Convention, Biltmore Hotel, Los Angeles.

April 30-May 2: Annual convention, American Women in Radio and Television, Atlanta Biltmore, Atlanta.

May 1-3: Fourth District of Adv. Federation of America convention, Floridan Hotel, Tampa, Fla.

May 19-21: Annual convention, Pennsylvania Assn. of Broadcasters, Bedford Springs Hotel, Bedford, Pa.

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ACTIONS OF THE FCC

February 19 through February 25

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, hearing calendar, new petitions, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parenthesis)

FCC Broadcast Station Authorizations as of Jan. 31, 1953 *

	AM	FM	TV
Licensed (all on air)	2,379	573	98
CPs on air	20	39	39
Total on air	2,399	612	137
CPs not on air	130	15	177
Total authorized	2,529	627	314
Applications in hearing	161	5	66
New station requests	246	12	791
Facilities change requests	194	39	28
Total applications pending	870	183	877
Licenses deleted in Jan.	1	5	0
CPs deleted in Jan.	1	0	0

***Does not include noncommercial educational FM and TV stations.**

• • •

AM and FM summary through February 25

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM	2,400	2,380	174	261	165
FM	613	574	56	10	5

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	Vhf	Uhf	Total
Commercial	76	165	241
Educational	2	12	14

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on Air	125	13	138

Applications filed since April 14, 1952:

	New	Amnd.	Vhf	Uhf	Total
Commercial	737	328	590	474	1,065[1]
Educational	21	...	6	15	21
Total	758	328	596	489	1,086[2]

[1] **One applicant did not specify channel.**

[2] Includes 255 already granted.

• • •

Processing on city priority Gr. A-2 line has extended to city No. 263.

Processing on city priority Gr. B line has extended to city No. 194.

New TV Stations . . .

Decisions

Mesa, Ariz.—Harkins Bcstg. Inc. (KTYL). Granted uhf Ch. 12, ERP 27 kw visual, 13.5 kw aural; antenna height above average terrain 400 ft., above ground 400 ft. Engineering conditions. Estimated construction cost $326,826, first year operating cost $100,000, revenue $135,000. Post office address Box 885, Mesa, Ariz. Studio and transmitter location 1 mi. west of Mesa city limits on south side of U. S. 80, at site of KTYL (AM). Geographic coordinates 33° 24' 48" N. Lat., 111° 52' 35" W. Long. Transmitter DuMont. Principals include President **Harry L. Nace Jr.**, Vice President **Harry L. Nace** (53.72%), Secretary **Dwight Harkins** (35.86%) and Treasurer **Lorenzo K. Lisonbee** (10.42%). Applicant is also licensee of KCLF Clifton, Ariz. File No.: BPCT-1409. City priority status: Gr. B-3, No. 178. Granted Feb. 18.

Monterey, Calif.—The Monterey Radio-TV Co. (KMBY). Granted vhf Ch. 8 (180-186 mc); ERP 10 kw visual, 5 kw aural, antenna height above average terrain, 2,630 ft., above ground 197 ft. Scheduled to share time (and construction costs) with Salinas Bcstg. Co. (see below); each to be on the air 42½ hrs. per week. Estimated construction cost $145,397, first year operating cost $110,000, revenue $150,000. Post office address 468 Calle Principal, Monterey. Studio location 468 Calle Principal. Transmitter location on Baldy Peak, Monterey County, Calif. Geographic coordinates: 36° 32' 06" N. Lat., 121° 37' 10" W. Long. Transmitter and antenna RCA. Legal counsel Francis McDonough (Dow, Lohnes & Albertson), Washington. Consulting engineer Earl Cullum, Dallas. Principals include President **Kenyon Brown** (30%), Vice President-Secretary **George L. Coleman** (30%), Vice President-Treasurer **Harry L. Crosby Jr.** (24%), **S. M. Aston** (10%) and **William Morrow** (6%). File No.: BPCT-1225. City priority status: Gr. A-2, No. 164. Granted Feb. 19.

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Salinas, Calif.—Salinas Bcstg. Corp. (KSBW). Granted vhf. Ch. 8 (180-186 mc); ERP 10 kw visual, 5 kw aural; antenna height above average terrain 2,630 ft., above ground 197 ft. Scheduled to share time (and construction costs) with Monterey Radio-TV Co. (see above); each to be on the air 42½ hrs. per week. Estimated construction cost $188,992, first year operating cost $235,000, revenue $262,500. Post office address P. O. Box 1651, Salinas. Studio location to be determined. Transmitter location on Baldy Peak, Monterey, Calif. Geographic coordinates: 36° 32' 06" N. Lat., 121° 37' 10" W. Long. Transmitter and antenna RCA. Legal counsel John P. Hearne, San Francisco. Consulting engineer Robert L. Hammett, San Francisco. Principals include President **John C. Cohan** (25⅓%), general manager and 33⅓% owner of KSBW; Vice President **Lewis A. Terven Jr.** (24⅓%), 33⅓% owner of KSBW; Secretary-Treasurer **William M. Oates** (25⅓%), assistant general manager and 33⅓% owner of KSBW, and **The Chronicle Publishing Co.** (25%), owner of *San Francisco Chronicle* and licensee of KRON-FM-TV San Francisco. File No.: BPCT-1222. City priority status: Gr. A-2, No. 164. Granted Feb. 19.

Passed-Over TV Applications

Following is a list of mutually exclusive TV applications passed over by FCC pursuant to FCC action Sept. 17, 1952 [B•T, Sept. 22, 1952], effective Oct. 15, 1952, suspending processing of these applications in order to expedite processing of uncontested TV applications (list issued Feb. 19):

GROUP A

Location	Ch.	Applicants	File No. (BPCT-)
Cape Girardeau, Mo.	12	Hirsch Bcstg. Co.	727
		KGMO Radio-TV Inc.	1505
		KWK Inc.	1570
Hastings, Neb.	5	Seaton Pub. Co.	1265
		Strand Amus. Co.	1272
Rapid City, S. D.	7	Hills Bcstg. Co.	1566
		KOZY TV Co.	Tend.

Application Dismissed

Pittsburgh, Pa.—Matta Bcstg. Co. Application for Ch. 10 Pittsburgh dismissed by letter Feb. 17 (Non-response, Sixth Report & Order).

New Applications

El Dorado, Ark.—Southern Arkansas Television Co.—vhf Ch. 10 (192-198 mc); ERP 2.8 kw visual, 1.4 kw aural; antenna height above average terrain 253 ft., above ground 237 ft. Estimated construction cost $95,000, first year operating cost $93,000, revenue $100,000. Post office address El Dorado, Ark. Studio location to be determined. Transmitter location on U. S. Rte. 167, 2.4 mi. SSE of center of El Dorado. Geographic coordinates 33° 11' 01" N. Lat., 92° 37' 50" W. Long. Transmitter Gates, antenna RCA. Consulting engineer Robert M. Silliman, Washington. Principals include President **Dr. Joe F. Rushton** (33.3%), 30% owner Magnolia Bcstg. Co. (KVMA Magnolia, Ark.); Vice President **W.**

C. Blewster Jr. (33.3%), 3.9% owner KVMA, and Secretary-Treasurer **Wm. M. Bigley** (33.3%), 12½% owner KVMA. City priority status: Gr. A-2, No. 219.

Los Angeles, Calif. — KFWB Bcstg. Corp. (KFWB)—uhf Ch. 34 (590-596 mc); ERP 90 kw visual 45 kw aural; antenna height above average terrain 2,951 ft., above ground 189 ft. Estimated construction cost $359,341, first year operating cost $650,000, revenue $723,000. Post office address 6419 Hollywood Blvd., Hollywood, Calif. Studio location 6419 Hollywood Blvd. Transmitter location KFWB-FM tower location. Geographic coordinates 34° 13′ 36″ N. Lat., 118° 03′ 59″ W. Long. Transmitter and antenna RCA. Legal counsel Marcus Cohn, Washington. Consulting engineer Weldon & Carr, Washington. Principals include President **Harry Maizlish** (51%) general manager, KFWB; **The Lansing Foundation, New York** (29%), and **Winfield Baird Foundation**, New York (20%). City priority status: Gr. B-2, No. 170.

Atlanta, Ga.—Board of Education of the City of Atlanta, uhf Ch. *30 (566-572 mc); ERP 60.4 kw visual 30.0 kw aural; antenna height above average terrain 697 ft., above ground 636 ft. Estimated construction cost $449,925, first year operating cost $150,000, no revenue. Post office address 68 Mitchell St. SW, Atlanta, Ga. Studio and transmitter location 1401 Bridges Ave. SW. Geographic coordinates 33° 43′ 48″ N. Lat., 84° 26′ 00″ W. Long. Transmitter DuMont, antenna GE. Legal counsel Krieger & Jorgensen, Washington. Consulting engineer K. Winston Bugg, Atlanta. Principals include **Haskell Boyter, Director** of Radio Education, Board of Education of the City of Atlanta. City priority status: Gr. B-2, No. 166.

Detroit, Mich.—UAW-CIO Bcstg. Corp. of Michigan.—uhf Ch. 62 (758-764 mc); ERP 200 kw visual, 100 kw aural; antenna height above average terrain 684 ft., above ground 700 ft. Estimated construction cost $883,146, first year operating cost $488,908, revenue $310,000 (but non-profit). Post office address 8000 E. Jefferson Ave., Detroit. Studio location 8000 E. Jefferson Ave., Detroit. Transmitter location 18176 W. 13 Mile Road, Detroit. Geographic coordinates 42° 30′ 57″ N. Lat., 83° 13′ 35″ W. Long. Transmitter and antenna GE. Legal counsel Rauh & Levy, Washington. Consulting engineer Weldon & Carr, Washington. Principals include President **Walter P. Reuther**, Secretary-Treasurer **Emil Mazey, Vice** President **Richard Gosser**, Vice President **John W. Livingston**, and Director **Norman Matthews**. UAW-CIO Bcstg. Corp. of Michigan is controlled by International Union, UAW-CIO, and is applicant for AM construction permit, WCAR Inc. City priority status: Gr. B-2, No. 161.

Menominee, Mich. — Green Bay Bcstg. Co. (WDUZ Green Bay; WMAW Menominee) vhf Ch. 11 (198-204) mc); ERP 13.1 kw visual, 6.55 kw aural; antenna height above average terrain 178 ft., above ground 196 ft. Estimated construction cost $194,726, first year operating cost $180,000, revenue not given. Post office address Menominee, Mich. Studio and transmitter location 960 First St., Menominee. Geographic coordinates 45° 06′ 27″ N. Lat., 87° 36′ 19″ W. Long. Transmitter and antenna RCA. Legal counsel Samuel Miller, Washington. Consulting engineer Commercial Radio Equipment Co. Principals include President **Ben A. Laird** (32%); Vice President and Treasurer **I. S. Kramlich** (32%); Secretary **C. L. Kramlich** (32%); **LaVern Dilweg** (2%); and Assistant Secretary and Assistant Treasurer **Robert O. Nelson.** Applicant is licensee of WDUZ Green Bay, Wis. and WMAW Menominee, Mich. City priority status: (Marinette, Wis.) Gr. A-2, No. 378).

Cincinnati, Ohio—Robert W. Rounsaville—uhf Ch. 54 (710-716 mc); ERP 89 kw visual, 50.5 kw aural; antenna height above average terrain 343 ft., above ground 399 ft. Estimated construction cost $221,660, first year operating cost $250,000, revenue $300,000. Post office address 3165 Mathieson Drive, NE, Atlanta, Ga. Studio location to be determined. Transmitter location approx. 1,400 ft. west from jnctn. of Beekman St. & Fricke Rd. Geographic coordinates 39° 08′ 50″ N. Lat., 84° 33′ 20″ W. Long. Transmitter DuMont, antenna GE. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer John H. Mullaney, Washington. Applicant **Robert W. Rounsaville** is owner of WQXI Atlanta, Ga., WLOU Louisville, Ky., WBAC Cleveland, Tenn., and WMBM Miami Beach, Fla., and permittee for WLOU-TV Louisville, Ch. 41. City priority status: Gr. B-2, No. 164.

Oklahoma City, Okla.—Oklahoma State Regents for Higher Edu.—vhf Ch. *13 (210-216 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 1,045 ft., above ground 1,073 ft. Estimated construction cost $1,640,00, first year operating cost $500,000, no revenue. Post office address Box 3241, State Capitol, Oklahoma City. Studio and transmitter location 6 mi. N. of State Capitol on Lincoln Blvd. Geographic coordinates 35° 35′ 00″ N. Lat., 97° 26′ 26″ W. Long. Transmitter and antenna RCA. Legal counsel Cohn & Marks, Washington, D. C. Consulting engineer George Davis, Washington, D. C. Principals include **Oklahoma State Regents for Higher Education.** The Univ. of Oklahoma (WNAD-AM-FM) and Oklahoma A. & M. are integral parts of the Oklahoma State System of Higher Education, administered by the Regents. City priority status: Gr. B-4, No. 194.

Sheboygan, Wis.—WHBL Inc. (WHBL) uhf Ch. 59 (740-746 mc); ERP 17.37 kw visual, 8.69 kw aural; antenna height above average terrain 407 ft., above ground 439 ft. Estimated construction cost $170,505, first year operating cost $120,248, revenue $150,000. Post office address P.O. Box 27, Highway 141, Sheboygan. Studio and antenna location 0.7 mi. SSW of Sheboygan city limit on Hwy. 141. Geographic coordinates 43° 43′ 05″ N. Lat., 87° 44′ 37″ W. Long. Transmitter and antenna GE. Legal counsel Krieger & Jorgensen, Washington. Principals include President **Chas. E. Broughton** (26.5%); Vice President **Ben F. Hovel** (10%), 22% owner of KXGI Fort Madison, Iowa; Secretary **Benjamin F. Saltzstein** (26.5%); **Dorothy E. Werner** (36.6%), vice president and director of Press Pub. Co., also applicant for Ch. 59 Sheboygan, and **A. Matt Werner** (0.2%), director of Press Pub. Co. Consulting engineer Robert M. Silliman. City priority status: Gr. A-2, No. 100.

TV Call Letter Assignments

FCC assigned the following call letters to TV station permittees:

(Listed by States)

KTVI (TV) Boise, Idaho (Idaho Bcstg. & Television Co., vhf Ch. 9); **WBBM-TV Chicago, Ill.** (Columbia Bcstg. System, vhf Ch. 4 but must move to vhf Ch. 2; change from WBKB [TV] Chicago); **WBKB (TV) Chicago, Ill.** (American Bcstg. - Paramount Theatres Inc., vhf Ch. 7; change from WENR-TV); **KQTV (TV) Fort Dodge, Iowa** (Northwest Television Co., uhf Ch. 21); **WPMT (TV) Portland, Me.** (Portland Telecasting Corp., uhf Ch. 53); **WRTV (TV) Atlantic City, N. J.** (Atlantic Video Corp., uhf Ch. 58; change from WCEE [TV]); **KSWS-TV Roswell, N. M.** (John A. Barnett, vhf Ch. 8); **WTVZ (TV) Albany, N. Y.** (U. of the State of N. Y., uhf Ch. 17; change from WRTV [TV]); **WBES-TV Buffalo, N. Y.** (Buffalo-Niagara Television Corp., uhf Ch. 59); **WICA-TV Ashtabula, Ohio** (WICA Inc., uhf Ch. 15); **WJHL-TV Johnson City, Tenn.** (WJHL Inc., vhf Ch. 11); **WHBQ-TV Memphis, Tenn.** (Harding College, vhf Ch. 13); **KETX (TV) Tyler, Tex.** (Jacob A. Newborn Jr., uhf Ch. 19); **WCHV-TV Charlottesville, Va.** (Barham & Barham, uhf Ch. 64), and **WMTV (TV) Madison, Wis.** (Bartell Television Corp., uhf Ch. 33).

Existing TV Stations . . .

Decisions

WSPD-TV Toledo, Ohio—Storer Bcstg. Co. Granted CP to increase ERP of its operation of Ch. 13 from 24.5 kw to 316 kw, antenna height to be unchanged. Engineering condition. Granted Feb. 24.

KIMA-TV Yakima, Wash.—Cascade Bcstg. Co. Ch. 23. Granted mod. CP to decrease ERP from 55 kw vis., 27.5 kw aur., to 10.5 kw vis., 5.3 kw aur. and install new transmitters and antenna system (antenna 960 ft.). Granted Feb. 20.

WJIM-TV Lansing, Mich.—WJIM, Inc. Ch. 6. Granted mod. CP to increase ERP from 8.7 kw visual, 4.3 kw aural to 100 kw visual, 50 kw aural, change type transmitters and make other equipment changes. Granted Feb. 20.

WBUF (TV) Buffalo, N. Y.—Chautauqua Bcstg. Corp. Granted mod. CP to change name from Chautauqua Bcstg. Corp. to WBUF-TV, Inc. Granted Feb. 20.

KCSJ-TV Pueblo, Col.—The Star Bcstg. Co. Ch. 5. Granted mod. CP to change studio location, change transmitter location and change ERP from 12 kw visual, 6 kw aural, to 17.5 kw visual, 10.5 kw aural, change type transmitters and antenna (antenna 400 ft.). Granted Feb. 20.

KDZA-TV Pueblo, Col. — Pueblo Radio Co. Ch. 3. Granted mod. CP to change ERP from 10.5 kw visual, 5.3 kw aural to 16.5 kw visual, 8.3 kw aural, install new transmitters, change antenna type, and make other equipment changes, coordinates to be corrected. (Antenna 270 ft.) Granted Feb. 20.

WBES-TV Buffalo N. Y.—Buffalo-Niagara TV Corp. Ch. 59. Granted mod. CP to make minor changes in antenna (400 ft.). Granted Feb. 20. (Incorrectly reported B•T Feb. 23, p. 11, as WBEN-TV Buffalo, Ch. 4.)

KFDX-TV Wichita Falls, Tex.—Wichtex Radio and TV Co. Ch. 3. Granted STA on commercial basis Feb. 18 to Aug. 17. Granted Feb. 18.

KTNT-TV Tacoma, Wash.—Tribune Pub. Co. Ch. 11. Granted STA on commercial basis Feb. 21 to Aug. 10. Granted Feb. 18.

KWFT-TV Wichita Falls, Tex.—Wichita Falls Television, Inc. Ch. 6. Granted STA for commercial basis March 1 to Sept. 1. Granted Feb. 18.

KNBC (TV) Hollywood, Calif.—National Bcstg. Co. Ch. 4. Granted CP to change ERP from 15 kw visual, 8 kw aural to 47 kw visual, 23.5 kw aural, change type transmitters, make changes in type antenna and other equipment changes. Antenna 3,130 ft. Granted Feb. 18.

KNXT (TV) Hollywood, Calif. — Columbia Bcstg. System, Inc. Ch. 2. Granted mod. CP to change ERP from 5 kw visual, 3 kw aural to 54 kw visual, 27 kw aural, change transmitter and antenna systems, change transmitter location (antenna 2,900 ft.). Granted Feb. 18.

KLAC-TV Los Angeles, Calif.—Dorothy Schiff. Ch. 13. Granted mod. CP to increase ERP from 28.1 kw visual, 14.8 kw aural to 31.0 kw visual, 15.5 kw aural, make minor equipment changes and change visual and aural power gain (antenna 2,950 ft.). Granted Feb. 18.

Applications

WNBF-TV Binghamton, N. Y.—Clark Associates, Inc., request mod. of CP to change ERP from 12 kw vis., 11.7 kw aur. to 316 kw vis., 158 kw aur., and add visual and aural amplifiers to transmitters and make other equipment changes. Antenna height above average terrain 882 ft. Filed Feb. 18.

WHP-TV Harrisburg, Pa.—WHP, Inc., request mod. CP to change ERP from vis. 240 kw, aur. 120 kw to vis. 238 kw, aur. 121 kw, change type of antenna and make other equipment changes. Antenna height above average terrain 909 ft. Filed Feb. 18.

WTVI (TV) Belleville, Ill.—Signal Hill Telecasting Corp., request mod. C to change ERP from 220 kw vis., 120 kw aur. to 207 kw vis., 103.5 kw aur., transmitter location from 88th St., 0.8 mi. West of Belleville to 10200 W. Main St., Belleville; install new transmitters and antenna system. Antenna height above average terrain 635 ft. Filed Feb. 18.

WOR-TV New York—General Teleradio, Inc., request mod. CP to change ERP from 316 kw vis., 158 kw aur. to 151.7 kw vis., 74.3 kw aur., transmitter location from 72nd St. and Palisade Ave., North Bergen, N. J., to Empire State Bldg., 350 Fifth Ave., (83rd floor), New York, change type of visual and aural power amplifiers and

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235 Montgomery St.
Exbrook 2-5672

install new antenna system. Antenna height above average terrain 1240 ft.

New AM Stations . . .

Decisions

Pittston, Pa.—Midway Bcstg. Co. Granted 1540 kc, 1 kw daytime only; antenna height 190 ft. Engineering condition. Estimated construction cost $23,850, first year operating cost $40,000, revenue $60,000. Principals include President **Angelo Fiorani** (50%), 50% owner Fiorani Radio Productions, radio advertising program producers; Treasurer **Rose Fiorani** (50%), 50% owner Fiorani Radio Productions; Secretary **Rosemary Fiorani.** (BP-8567.) Granted Feb. 25.

Tallassee, Ala.—Tallassee Bcstg. Co. Granted 1300 kc, 1 kw daytime; antenna height 250 ft. Engineering condition. Estimated construction cost $13,900, operating $24,000, revenue $30,000. Owner of applicant is **Bertram Bank,** 1/3 owner of WTBC Tuscaloosa, Ala. (BP-8414.) Granted Feb. 25.

Applications

Moultrie, Ga.—Colquitt Broadcasting Co., 1300 kc, 1 kw daytime; antenna 205 ft. Estimated construction cost $23,350, first year operating cost $24,000, revenue $36,000. Principals include general partners **Norris Brown Mills** (50%), movie exhibitor, and **Douglas J. Turner** (50%), radio and electronics dealer. P. O. address Moultrie, Ga. Filed Feb. 16.

Alexandria, La.—Dixie Bcstg. Service, 1410 kc, 1 kw daytime; antenna 203 ft. Estimated construction cost $16,130, operating $32,000, revenue $44,000. Principals include general partners (1/3 each) **Cyril W. Reddoch,** 50% owner KDLA DeRidder, La. and 50% owner of KREH (CP) Oakdale, La.; **Klien Evans,** 50% owner KREH; and **Ralph L. Hooks,** commercial manager KDLA. P. O. address c/o Cyril Reddoch, Box 46, DeRidder, La. Filed Feb. 16.

Memphis, Tenn.—Tri-State Bcstg. Service, 730 kc, 250 w daytime, antenna 275 ft. Estimated construction cost $23,053, first year operating cost $83,200, revenue $93,600. Principals include general partners **Sam C. Phillips, Clarence A. Camp,** and **James E. Connolly.** Mr. Connolly has been station manager, WJLN-FM Birmingham, Ala. Filed Feb. 25.

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VACANCY
YOUR FIRM'S NAME in this "vacancy" will be seen by 15,500 readers—station owners and managers, chief engineers and technicians—applicants for AM, FM, Television and facsimile facilities.

Lubbock, Tex.—Texas Telecasting Inc. (KDUB-TV Lubbock), 1340 kc, 250 w, unlimited hours of operation; antenna 150 ft. Principals include President **W. D. Rogers Jr.** (22.19%); Vice President **Vernice Ford** (23%); Secretary-Treasurer **W. W. Conley** (11%), and others. Filed Feb. 25.

Macon, Ga.—The Southeastern Bcstg. System, 540 kc, 10 kw daytime. Estimated construction cost $48,267, operating $48,000, revenue $48,000. Owner of applicant is **James S. Rivers,** owner of WMJM Cordele, Ga.; WJAZ Albany, Ga.; 90% owner WTJH East Point, Ga.; and holds interest in WACL Waycross, Ga. Is also applicant for vhf Ch. 10, Albany, Ga. Filed Feb. 2.

Existing AM Stations . . .

Applications

WRMA Montgomery, Ala. — Ralph M. Allgood and Grover Wise d/b as the Southern Bcstg. Co. of Montgomery, Ala. Request mod. CP to increase power from 500 w daytime to 1 kw daytime and change type of transmitter (950 kc).

WMEX Boston—The Northern Corp. Request CP to increase daytime power from 5 kw to 10 kw and install a new transmitter. (1510 kc.)

KWSO Wasco, Calif.—Maple Leaf Bcstg. Co. Request mod. CP to change frequency from 1060 kc to 1520 kc, change directional antenna from DA-2 to DA-1 and change transmitter location.

WORZ Orlando, Fla.—Central Florida Bcstg. Co. Request mod. CP to increase daytime power to 5 kw, employing DA, make changes in antenna system and change type of transmitter. (740 kc.)

WBUT Butler, Pa.—Eagle Printing Co. Request mod. CP to install DA and make changes in antenna system. (1050 kc.)

KMPC Los Angeles, Calif.—KMPC Inc. Request mod. of license to change name to KMPC The Station of the Stars. (710 kc.) Filed Feb. 25.

New FM Stations . . .

Decisions

New York, N. Y.—Long Island Bcstg. Corp. Granted CP for Class B FM station at 104.3 mc (Ch. 286), ERP 18.5 kw; antenna 245 ft. (BPH-1818.) Granted Feb. 25.

Chicago, Ill. — Chicago Skyway Bcstg. Co. Granted CP for a new Class B FM station, Ch. 282, ERP 40 kw; antenna height above average terrain 500 ft. Estimated construction cost $8,000, first year operating cost $25,000, revenue $36,000. Principals include President and Treasurer **William Irvin** (45%), radio-TV editor of *Chicago Sun-Times;* Vice President **Harry E. Rice** (10%); Secretary **Gerald F. Krause** (20%), stockholder in WEXI-FM St. Charles, Ill.; director **Rev. Geo. F. Courier** (20%), 45% owner of Radio Institute of Chicago; director **Rev. Father Val Karez** (5%). Granted Feb. 18.

Existing FM Stations . . .

Applications

WRRN-FM Warren, Pa.—Northern Allegheny Bcstg. Co., request CP to make changes in licensed station—move transmitter to R. D. No. 1 Buchers Mills Road, Clarendon, Pa., move studio to First Nat'l Bank, change antenna ht. above average terrain to 449 ft.; change ERP to 3.034 kw.

Ownership Changes . . .

Decisions

KEVA Shamrock, Tex.—Shamrock Texas Bcstg. Co. Granted consent to assignment of license from Albert Cooper, J. D. Abbott, and Farrell M. Brooks d/b as Shamrock Texas Bcstg. Co. to Albert Cooper, J. D. Abbott, and Robert J. Beller, d/b as Shamrock Texas Bcstg. Co. Mr. Beller is purchasing 20% interest owned by Mr. Brooks for consideration of $6,200. (BAL-1499.) Granted Feb. 25.

KRUX Glendale, Ariz. — Radio Arizona Inc. Granted consent to Allerton and Renee S. Cushman to transfer control of licensee to Elizabeth Ann R. and Timothy D. Parkman, Alice M. and Stanley N. Schulz and Gene Burke Brophy for consideration of $55,625. (BTC-1451.) Granted Feb. 25.

WTVN Columbus, Ohio — Picture Waves Inc. Granted consent to assignment of (1) license and CP to Edward Lamb, individually, and as trustee for Edward H. Lamb and Prudence H. Lamb and Edward Lamb Enterprises Inc., and (2) the assignment of license and CP from Edward Lamb, individually, and as trustee for Edward H. Lamb and Prudence H. Lamb, and Lamb Enterprises Inc., to WTVN Inc. 90% owned by Radio Cincinnati Inc.; consideration $1,34 ,000 for broadcast equipment and $160,000 for land and buildings. (BAPLCT-3-4.) Granted Feb. 25.

KORE Eugene, Ore.—Lane Bcstg. Co. Granted consent to Paul V. and Dorothy E. McElwain to transfer control to Glenn E. McCormick; consideration $23,000. (BTC-1450.) Granted Feb. 25.

Applications

KGYW Vallejo, Calif. — California - Nevada Bcstg. Co., 250 kw, 1190 kc. Request voluntary assignment of license from David McKay and Hubert Q. Joucken to Ellsworth Peck, business manager, KYOS Merced, Calif., and A. J. Krisik, commercial manager, KYOS, for consideration of $65,000. Filed Feb. 25.

WCLC Flint, Mich.—Adelaide Lillian Carrell. Requests voluntary assignment of license to WKMH Inc. for consideration of $42,000. Filed Feb. 20.

WIKC Bogalusa, La.—Enterprise Pub. Co. Requests assignment of license to Dorothy Moss Siegelin. Involves transfer of 50% of stock from Wm. C. Moss for consideration of stock owned in Enterprise Pub. Co. by Dorothy Moss Siegelin. Filed Feb. 20.

Hearing Calendar . . .

Hearings in Progress

Flint, Mich.—New TV, vhf Ch. 12. Further hearing. Examiner Benito Gaguine. (Flint hearing was expected to conclude by end of last week.)

Portland, Ore.—New TV, vhf Ch. 8. Examiner Elizabeth C. Smith.

Sacramento, Calif.—New TV, vhf Ch. 3. Examiner Thomas H. Donohue. (Hearing was to begin Feb. 26 after conclusion of Ch. 10 proceeding.)

Tampa-St. Petersburg, Fla.—New TV, vhf Ch. 13. Further hearing. Examiner Basil P. Cooper.

March 2

John W. Blake and Charles R. Wolfe, partners, and High Lite Bcstg. Co., Killeen, Tex.—Both seeking new AM, 1050 kc, 250 w day. Examiner not designated. Dockets 10122, 10123.

March 4

Beaumont, Tex.—New TV, vhf Ch. 6. Examiner Annie Neal Huntting.

March 16

Portland, Ore.—New TV, vhf Ch. 6. Examiner Elizabeth C. Smith.

Wichita, Kan.—New TV, vhf Ch. 10. Examiner Hugh B. Hutchison.

March 23

Mid-State Bcstg. Co. and LeRoy E. Parsons, Chehalis, Wash.—Both seeking new AM, 1420 kc, 1 kw daytime.

March 25

WVCH Chester, Pa.—Existing AM. Application to increase power from 250 w to 1 kw, operating daytime on 740 kc. Examiner Gifford Irion. Docket 10089.

March 30

Duluth-Superior—New TV, vhf Ch. 3. Examiner Herbert Scharfman.

April 15

Portland, Ore.—New TV, vhf Ch. 12. Further

Merle V. Watson, Inc.
Over $5,000,000.00 in successful sales campaigns that grossed from $5,000 to $150,000 for some 400 radio and TV stations from coast-to-coast since 1931. Phone Dearborn 2-1664.
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Help Wanted

Managerial

Commercial manager wanted by independent station in progressive, expanding market. The man we want will start at $5,000 per year and work up with the station. Liberal insurance and bonus to experienced, capable man who can sell, promote and coordinate small sale staff. Pleasant dry climate in New Mexico can't be beat. Immediate opening. Present staff knows this ad. Box 870S, B•T.

Salesmen

Wanted: Salesman and announcer who is experienced in competitive southern market and who has earned in excess of $6,000 per year. We want a man who is on his way up and who wants to grow with us. Send full details in first letter to Box 835S, B•T.

Family man, experienced, fresh ideas, 1 kw network affiliate Iowa, 250,000 market. $350 month salary to start, plus 15% after first $300 week new business. Active account list furnished. Write details Box 899S, B•T.

Leading western New York indie TV applicant has opportunity for live wire salesman or man with sound radio background who would like sales. Security for man selected. Box 916S, B•T.

Help wanted: Salesman, good opportunity for aggressive man. College town in south. Must be civic minded and able to promote and sell for AM and FM station. Send photo and full details. Box 924S, B•T.

Excellent opening for experienced, responsible worker to earn $12,000 or more yearly. Worthwhile living in a fine medium size midwest city. Top station in profitable three station market. This is a solid opportunity for an aggressive man on his way up. Box 939S, B•T.

Unusual opportunity with New York firm. Require salesman with Muzak type wired music experience. Send complete resume in first letter to Box 958S, B•T.

Proven Muzak salesman. Please call Gene Scanlan, Plaza 1771, Cincinnati.

Salesman capable assuming assistant managership. Will consider announcer desiring enter sales. Prefer southwestener. Don't phone. Burton Bishop, KTEM, Temple, Texas.

Have opening for salesman-announcer to operate remote studio. Salary plus commission. Excellent opportunity for good radio man. Also need announcer for night shift. Mutual station. Write James Childress, WHCC, Waynesville, N. C.

One station market, 180,000 population in primary area. 15% against liberal guarantee draw and expenses. Send personal history and date you are available to J. J. Garvey, WJOL, Joliet, Illinois.

Sales manager and/or salesmen for established 5000 watt sports-music station. Year-round top schedule now in effect. Call WTVB, Coldwater, Michigan.

OPPORTUNITY
IN
COLORADO

. . . FOR MAN OR WOMAN. CAPABLE OF DOING OWN DAILY TV KITCHEN SHOW. JUST BE GOOD COOK, DO EFFECTIVE ON THE AIR SELLING. EXPERIENCE PREFERRED. SEND PICTURE, REFERENCES IN FIRST LETTER TO CECIL SEAVEY, KKTV, COLORADO SPRINGS, COLORADO.

Help Wanted—(Cont'd.)

Announcers

Announcer-engineer, 250 watt Virginia station. Box 300R, B•T.

Announcer-disc jockey with proven successful DJ record in competitive large market operation. $85.00 start with regularly scheduled increases to $100.00 weekly. Station located large central-south market. TV future. Send audition, photo and complete background. Confidential. Box 369S, B•T.

Announcer. Experienced, warm, sincere, versatile. If you've got it—we'll buy it! $65.00 for 45 hours. Box 729S, B•T.

Announcer-engineer. Stress on announcing that's experienced, sincere, versatile and saleable. $80.00 for 45 hours. Box 730S, B•T.

Wanted, announcer who writes copy. Car necessary. New Iowa station with lots of room for man with ideas. Box 866S, B•T.

Announcer-engineer. 250,000 Iowa market. Net affiliate. Excellent voice a must. 44 hours, start $350 month. Needed April 1st. Send letter and ET or tape to Box 900S, B•T.

Large midwestern station has excellent opening for experienced commercial announcer with farm background. Agricultural college training preferred. Send complete resume background education, experience and references. Box 920S, B•T.

Announcer with good voice for all-round staff work. Permanent position for right man. Virginia network station. Write Box 921S, B•T. Send photo-tape and expected salary.

Announcer-salesmen (2) with good voices plus sales ability, new fulltime ABC affiliate in lovely southeastern city of 25,000. Salary for announcing, commission on sales. Top opportunity. Also one Gal Friday with a voice. Send complete information. Box 922S, B•T.

Have immediate opening for combo. Some copywriting. Send tape and details if interested. Box 926S, B•T.

Wanted: Topnotch announcer with restricted permit for combo work on network affiliated AM-FM Georgia station. Must be abstainer, industrious and reliable. No floaters. Box 931S, B•T.

Wanted, experienced announcer for kw daytime southern station. Prefer native southerners. Good hours, working conditions and pay. Send complete information, tape or disc to Box 934S, B•T.

Wanted—Morning man for solid small community station in midwest. $60 for 42-hour week. Must have experience and own car. Good opportunity. Box 952S, B•T.

Help wanted: Announcer who understands rural programming. In rich dairy district. Earnings commensurate with ability. Send photo, disc and expected salary in first letter. Station is member of large independent network in north central Wisconsin which has television plans for the future. Only experienced men apply. Box 957S, B•T.

Wanted: Morning man-program director for Mutual station in small North Carolina town. $300 month. Write Box 962S, B•T.

Combination man. Progressive independent. Midwest location. Above average salary. Box 963S, B•T.

Experienced announcer immediately, able to run own board. Box 966S, B•T.

Florida. Experienced announcer-DJ. Strong on commercials. Ideal living-working conditions. Progressive independent. Box 968S, B•T.

Wanted, a combo man, KBOW, Butte, Montana. 40-hour week, CBS affiliate, send disc, salary expected. Box 1932, Butte, Montana.

Still looking for right man. Wanted: Experienced announcer. Contact KCFH, Cuero, Texas.

Help Wanted—(Cont'd.)

Salesman-announcer hungry for money. Guarantee plus commission. Send photo, disc, sales background, KPRK, Livingston, Mont.

Announcer-engineer with first phone. Emphasis announcing. $87.40 for 40 hours. Send letter and audition to KREM, Spokane, Washington.

Good all-round announcer. Send details and audition. Don't phone. Will return auditions. Burton Bishop, KTEM, Temple, Texas.

Announcer with experience wanted: Contact Station WEAV, Plattsburg, N. Y.

Experienced, stable, staff announcer. Must be versatile, salary dependent on experience and ability. 1000 watt fulltime ABC affiliate. Contact Program Director, WGBR, Goldsboro, N. C.

Experienced announcer of PD caliber, good voice for news and sports and DJ work, copywriter, etc. Contact Manager, WKNK, Muskegon, Mich.

$60.000 weekly for experienced, ad-lib announcer. Car and good English required. 44-hour week—modern station. Contact George C. Shurden, General Manager, Radio Station WMFC, Monroeville, Alabama. Position open now.

Wanted: Announcer, versatile, all-round staff man. Operate control board. Will consider recent radio school graduates. Send tape or disc and photo to J. M. Verges, WMPA, Aberdeen, Mississippi.

WOND in Pleasantville, New Jersey, is now auditioning announcers for top morning man. Salary excellent. Contact John Struckell, WOND.

Announcer, ambitious and intelligent. Write or phone Thomas R. Kelley, WRCO, Richland Center, Wisconsin.

Technical

Wanted. First class engineer-announcer. Box 810S, B•T.

First class or chief engineer wanted. Permanent. Excellent working conditions. Start $85.00 per week. Box 891S, B•T.

Wanted: First class ticket operator. 40-hour week, $50.00. Box 948S, B•T.

Transmitter operator with first phone and car wanted at KOPR, Butte, Montana. Contact Mr. Cooney.

Wanted immediately: Chief engineer, 1000 watt station. KWHI, Brenham, Texas.

Wanted—First class engineer with car. $65.00 for 40 hour transmitter shift. Excellent community, friendly working conditions, WE AM transmitter, Federal FM transmitter, topnotch 8 room transmitter building. Submit complete resume to Chief Engineer, WCSI, Columbus, Indiana. Phone 2-1123.

Wanted: Chief engineer who will work for station and self, this is 1000 watt daytime, good conditions, excellent future. Radio Station WIAM, Williamston, N. C.

Transmitter engineer with car. Union scale $65 to $86 plus overtime. Write to Luukinen, WIRL, Peoria, Illinois.

$4,800.00 yearly for combination man with good voice and announcing experience. Engineering knowledge not important though you will be chief. Phone R. A. Dowling or forward audition, WOOF, Dothan, Alabama.

First phone; transmitter operator. WSYB, Rutland, Vermont.

Immediate opening for chief engineer. Must do combination work. Also immediate opening for combination man with first or second class license. Write, wire or call collect. Edgar H. Kobak, WTWA, Thomson, Georgia.

Production-Programming, Others

Promotion writer, capable of analyzing data and writing business producing advertisements, brochures, etc., for newspaper and/or radio and television station. Writing ability of utmost importance. Must be under 45, have good educational background. Salary commensurate with ability. Write in detail to Box 860S, B•T.

Wanted: Experienced continuity writer to assume responsibility as head of department at well established kilowatt. Call or write WCNT, Centralia, Ill.

AM-TV program director. Regional independent with UHF C.P. seeks man experienced in AM and TV. WILS, WILS-TV. Lansing, Michigan.

Help Wanted—(Cont'd.)

Punch-writer. Well paying position open for young man or woman who can make commercial copy stand up and sell! Pioneer, midwest, regional network station desires to round-out continuity staff with experienced writer who can produce strong, brisk sales-copy. Earnings above average. Send sample copy, qualifications and photo to Program Director, WFDF, Flint, Michigan.

TELEVISION

Salesman

North Carolina television station needs topnotch salesman. WFMY-TV, Channel 2, Greensboro, N. C., serving over 1,000,000 people in 50 mile radius, will pay $100 weekly plus commission for man with outstanding sales ability and character. TV sales experience preferred, but radio and/or newspaper experience acceptable. If interested give complete details about yourself and your sales experience. Small photo requested. This is an excellent opportunity for salesman with initiative, ability and good personality. Greensboro affords excellent living conditions.

Situations Wanted

Managerial

Top manager. Outstanding record in management and sales. Absolutely guarantee results. Twenty years experience. 250 or 5000 watt. Finest references. No absentee ownership worries. Box 883S, B•T.

General manager, employed, highly successful regional affiliate. Seeking advancement larger operation with TV now or future. Excellent sales and management experience. Top industry, personal and business references. Box 938S, B•T.

Station manager with outstanding record of success. Many years experience all phases radio from 250 watt up, net and independent. Thoroughly competent, profit making, progressive live-wire with fine radio and motion picture background. Can handle TV. Mature family man, best references. A decided asset to your station and city. Employed and doing fine job in highly competitive market. Prefer single station market in mild climate. Box 940S, B•T.

Efficient, stable, experienced manager available immediately. Have money to invest if required. Box 949S, B•T.

Announcers

Announcer, Korean veteran, four years experience, 150 miles New York City. Available now. Box 844S, B•T.

Top play-by-play. At present sports director in 250 indie. College grad. Ready to advance. Prefer midwest. College football and basketball. Minor league baseball. Box 907S, B•T.

Announcer 19, friendly style, desires opportunity from bottom up. Travel anywhere, with future. Draft exempt. Fresh from on the job training in Bermuda. Tapes to send. Box 918S, B•T.

Sportscaster-topflight. Eight years experience. Play-by-play Big 10—Big 7 football, basketball, class A baseball. Desires position, sports minded AM or TV station. Presently employed 50 kw. Box 923S, B•T.

AM-TV personality: Ten years AM announcing experience on staff CBS and NBC owned and operated stations. Successful record top national and local sponsorship. Voted most popular individual performer in city 1½ million. 900 paid personal appearances as humorist, emcee and entertainer. Is not too expensive. Minimum guarantee plus talent fees on new accounts secured for your station. Box 925S, B•T.

Experienced combo man with first phone desires permanent position in medium market. Go anywhere for good community living. $80.00 minimum. Box 927S, B•T.

Top announcer, farm specialist, 10 years experience. Presently employed 50,000 watt station in country's second biggest market. Excellent DJ, newsman. Family man, veteran. Desires change. Available on short notice. Box 930S, B•T.

Sportscaster-announcer, play - by - play major sports, two years, currently employed, draft exempt, college grad, 26. Box 932S, B•T.

Sportscaster seeking sports minded station. Four years experience, minor league baseball, football, basketball. Now employed. Available April 1. 27, vet, single. Discs, references. Box 935S, B•T.

Announcer, 5 years experience all phases, news a specialty. College education, married, draft exempt. Seeking position with future. Minimum: $90. Audition and resume. Box 947S, B•T.

Sportscaster, play-by-play experience. Also general staff announcing, board operator. Box 953S, B•T.

Situations Wanted—(Cont'd.)

Baseball play-by-play, A-AAA background. Ten years all sports, daily sportscasts. Accurate colorful, major league caliber with appropriate recommendations. Also experienced sales, promotion, programming. Willing combine for potential. Box 956S, B•T.

News editor, six months indie experience. AP correspondent. College, 29, vet, single. Writer, announcer, local coverage. Promotion, program ideas. Box 959S, B•T.

Employed news editor; 4 years one station. Network dramatic credits, political conventions, election, inauguration. Not less than 5 thousand annually. Box 960S, B•T.

Top employed announcer. 7 years experience one station. Excellent news delivery. Program director year. Prefer newscasting. Five thousand annually, plus talent. Tape. Box 961S, B•T.

Baseball, experienced all sports, staff, deejay, permanency important, young, family. Box 965S, B•T.

Competent announcer for good station. Programming experience. Ten years radio, some television. If you appreciate sincere personnel and have working conditions that warrant them. I'm your man. Employed, available on notice. Box 971S, B•T.

First phone, no broadcast experience. Seeking start. Technically trained. Experienced in radio-TV. Prefer midwest. Box 972S, B•T.

Staff announcer, boardman. Veteran, single. AFRS experience. Schooling. Jack Dublon, 2721 Clarence, Berwyn, Illinois.

Journeyman-announcer: Top experience, superior voice, technique. Mark Fidler, 3148 Wilson, Chicago. Irving 8-1681.

Good announcer with experience and license. Contact Bob Peters, 8 Upland Road, Brookline, Mass., ASP. 78569.

All-round staff announcer, 3 years experience. Veteran, 26, degree, strong on sports, DJ, news. Disc, available immediately. Consider all offers. Joe Vivian, 384 South 19th Street, Newark, N. J.

Technical

Engineer, 1st phone, veteran, experienced, single, wants permanent position with fulltime northeast station. Have car. Box 854S, B•T.

First ticket, experienced. Can combo as hillbilly. Best copy, good salesman, traffic, promotion. All talents available as package. Rare find for some overworked manager. Box 917S, B•T.

Chief engineer. RCA institute graduate. First phone license. 12 years experience all phases AM. Now holding supervisory position. Married. 35. Good record and references. Box 929S, B•T.

Engineer, six years broadcast, TV experience. Midwest only. State details. Box 942S, B•T.

Engineer-announcer, copywriter, DJ, BA Degree in Radio-TV. Presently program director. Plenty of experience. Formerly broadcast engineer in radio-TV and lecturer for large university. Sober, married, first phone. Strong on "sell." Box 945S, B•T.

Chief engineer, 20 years construction, operation, maintenance. James M. Wilder, 537 E. Broughton St., Tel. 42802, Savannah, Ga.

Situations Wanted—(Cont'd.)

Production-Programming, Others

Top program director-morning available. Either or both jobs. Box 915S, B•T.

Expert copywriter, copy chief. Seven years broad experience. Can announce. Box 946S, B•T.

Newsman: MA Degree. Two years radio. Three years newspaper. Veteran, 31, married. Box 950S, B•T.

Continuity-announcer graduate, midwest radio school. Newspaper background. Vet. Will travel. Box 954S, B•T.

TELEVISION

Managerial

TV management opportunity wanted. Thoroughly familiar with all phases TV station operation. Excellent record successful AM management. Stable, responsible family man. Can direct operation from CP to solid profitable operation. Good references. Write Box 941S, B•T.

Salesmen

Topflight radio time salesman, proven sales record and all-round radio background, interested in TV sales connection. Box 967S, B•T.

Announcers

Do you want to capitalize on my best talent? Topflight newsman, program director desires change to TV. Thirteen years experience in AM from staff announcing to small station management to lay on the line for permanent position with growing TV operation. Capable of handling special interviews, special events. Excellent news delivery. Married, family, sober, responsible, civic minded. Presently employed, no TV future. Would like upper central midwest or Texas. Tape, references, full story on request. Let's talk it over. Box 944S, B•T.

Technical

SRT-TV graduate, 24, vet. Single wants job with TV station. Studio and control room experience. Box 928S, B•T.

Television workshop graduate. Intensive training all phases studio operations, theory and experience closed circuit shows. Tremendous ambition for TV work. Desires position as studio technician anywhere in U.S. Write John V. DeFilippis, 6203 Durham Avenue, North Bergen, New Jersey.

Production-Programming, Others

News-special events. Veteran network radio, magazine correspondent: Datelines Scandinavia, Europe, Balkans, near and Far-East. Writer-director TV and documentary films. Moderator panels and discussion groups. Extensive executive experience. Interested domestic position for family reasons. Box 836S, B•T.

Thorough television experience. Desire position as program director, film buyer or combination. Top references, contacts. Prefer midwest. Box 969S, B•T.

SRT-TV graduate dying to apply knowledge and training in TV production, programming, floor and control room operation and allied advertising or film fields. Experience, none. Potential, atomic. So far no job. B.A., 1941. Veteran. Family. To live, $85.00. Start in New York, New Jersey, Connecticut, Massachusetts, Rhode Island. Box 933S, B•T.

TV•RADIO
SALESMAN

WE SEEK A TIME SALESMAN TO REPLACE A MAN WITH AN ESTABLISHED LIST.

IT'S A GOOD JOB—

(1) EARNINGS ARE SUBSTANTIAL AND IN DIRECT PROPORTION TO YOUR ABILITY—YOU SHOULD MAKE OVER $10,000 YEARLY.
(2) YOU'LL WORK IN A STABLE, BEAUTIFUL MEDIUM-SIZED MARKET, WONDERFUL FOR RAISING A FAMILY; AND IF YOU LIKE SPORTS, WE'RE IN THE HEART OF THE WEST MICHIGAN VACATION AREA.
(3) YOU'LL SELL TIME ON A 5,000 WATT NBC RADIO STATION IN COMPETITION WITH 250 WATTERS AND DAYTIME INDEPENDENTS; ON TV, YOU'LL SELL TIME ON THE ONLY VHF IN THE CITY.
(4) YOU'LL BE PART OF A COMPANY THAT OPERATES OTHER RADIO AND TV STATIONS, ALL OF WHICH ARE LEADERS IN THEIR MARKETS. WE HAVE A PROVABLE RECORD OF RECRUITING EXECUTIVE PERSONNEL FROM LOCAL SALESMENS' RANKS.

IF YOU'RE AGGRESSIVE, CAN ORGANIZE YOUR OWN EFFORTS EFFICIENTLY AND SELL HONESTLY AND INTELLIGENTLY, WE'LL BE INTERESTED. WRITE, TELL US WHAT WE SHOULD KNOW ABOUT YOU—INCLUDING A PICTURE. BOX 936S, B•T.

XUM

Situations Wanted—(Cont'd.)

Seasoned television executive. Four years director of television operations for one of nation's most successful television stations. Sixteen years radio, program managerial and production capacity. Family man. Thirty-eight. Healthy. Expert on television program, production and operational procedure. Have directed hundreds of television productions. Top technical director. Interested in community, civic and church work. Wide commercial contacts. Invaluable, diversified background as announcer, vocalist, master of ceremonies, etc. Know television sales, film, promotion and traffic. Fully qualified to set up new television operation. Guarantee results. Can furnish hundreds of excellent personal and business references. Desire permanent position in smaller community. Box 937S, B•T.

TV production director, film director and two cameramen, available March 15th. Each four/five years experience. P.O. Box 464, Hollywood, California.

For Sale

Stations

One station market, network, 250 watts, fulltime. $85,000 yearly gross. Fastest growing market in the U.S. This station can net $40,000 with good owner-manager operation. Can discuss at California NARTB Convention. Box 885S, B•T.

Midwest: Profitable 5 kw. Good volume in rich area. Indie. Box 951S, B•T.

Equipment, etc.

For sale. Standing self-supporting 300-foot Lehigh tower with 6-bay GE FM antenna mounted on top. Will sell separately or together. Box 919S, B•T.

TV/FM tower. One 62 foot Ideco triangular tower, $2500, suitable for building top. Available immediately. Call or write W. J. Jackson, Chief Engineer, KEYL-TV, San Antonio, Texas.

AM transmitter. Collins 250 watt modified 300 D. An old one but runs like a top. Will trade for Magnecorder or sell for best cash offer. Hal King, KWBW, Hutchinson, Kansas.

Used radio and television studio equipment in good operating condition. For price list write WCAU Incorporated, Philadelphia, Pa.

179-foot Lehigh self-supporting tower ready for shipment, blue prints included. Make offer. WNAE Warren, Pennsylvania.

FM transmitter. 250 watt GE 4BT1A1 FM transmitter. In excellent condition. Only five years old. Make an offer. Hal King, KWBW, Hutchinson, Kansas.

230' self-supporting insulated tower, two bay RCA Batwing FM antenna. 230' 1⅝" Andrew rigid coax. AM isolation unit. Make offer. WPAG, Ann Arbor, Michigan.

For sale, like new Gates 250 watt AM transmitter $1,595.00, call or wire C. L. Graham, 6-1614, Gadsden, Alabama.

For Sale—(Cont'd.)

Lapel buttons, car plates, microphone plates, banners, ties; program logs, engineers logs, continuity sheets, etc. Send for listings. James & James, Inc., 201 Eustis Street, Huntsville, Alabama.

Wanted to Buy

Equipment, etc.

25A, 25AB or 475C General Radio or Western Electric 1C frequency monitor. Box 884S, B•T.

Wanted: 500 or 1000 watt transmitter; three towers: two 178 ft.; one 125 ft. Complete studio equipment. Urgent. Send complete description and price. Box 970S, B•T.

Wanted: RCA or other 5 kw modulation transformer to match primary 2-891 R to one 892 R final new or used. WPRP Ponce, Puerto Rico.

Miscellaneous

FCC licenses in a hurry. Instruction by correspondence. Many successful graduates. Grantham Radio License School, 6064 Hollywood Boulevard, Hollywood 28, California.

Wanted: radio stations throughout U.S. to advertise proprietary drug product of long standing, liberal profit, commission basis, write Warren Smith, Fairview Ave., Russell, Mass.

Help Wanted

Managerial

RADIO COMMERCIAL MANAGER
AND
RADIO TIME SALESMEN WANTED

Must be completely experienced, top quality, hard punching, sober. Salary and commission. Apply in person or by mail, radio station WVOM, 1 Harvard Street, Brookline, Mass. Do not phone.

Announcers

WESTERN HILLBILLY PERSONALITY DJ
WANTED

1000 watt independent full time, 300,000 market. Must sell his own show—percentage or brokerage arrangement. Address: General Manager, Box 943S, B•T

Technical

CALIFORNIA
REGIONAL STATION

wants top-notch transmitter operator, exper. 5 kw up, directional. Salary approx. $100.00 per week. Live in small town three hours from major city by surface transportation. Write Box 955S, B•T, 1680 N. Vine St., Hollywood 28, California.

Situations Wanted

TELEVISION

Production, Programming, Others

- ○ 3½ years as program head major TV station
- ● 2 years general manager radio station
- ● 2 years general manager syndicated transcription house
- ● Twenty-three years experience, including management, sales, programming, engineering
- ● Would like to make a change
- ● Box 964S, B•T

Miscellaneous

For the best in Complete Erection of
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Competent, reliable General, Commercial and Program Managers: Chief Engineers, Disc Jockeys, Sportscasters, other specialists. Tell us your needs today. Delays are costly.

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AVAILABLE . . . **TOP-FLIGHT RADIO-TV EXECUTIVE**

Outstanding background in radio and TV management, sales, programming and administration.

Here is a man with know-how, experience and contacts—highly regarded throughout the industry and among key agencies and advertisers.

If you are seeking an experienced, high-calibre man to run your television station (or group of television stations) or need a major administrator who knows network and station management at all levels as well as national and local sales, please write to Box 973S, B•T.

hearing. Examiner Elizabeth C. Smith.

Canton, Ohio—New TV, uhf Ch. 29. Examiner Fanney N. Litvin.

Continued Without Date

Harrisburg, Pa.—New TV, uhf Ch. 27. Examiner William Butts.

Sacramento, Calif.—New TV, separate hearings for uhf Ch. 40 and uhf Ch. 46. Examiner Thomas H. Donohue.

Beaumont, Tex.—New TV, vhf Ch. 4. Examiner Annie Neal Huntting.

Lancaster, Pa.—New TV, vhf Ch. 8. WGAL-TV and Peoples Bcstg. Co. (WLAN). Examiner J. D. Bond.

Theatre Television; Allocation of Frequencies—Before Commission *en banc*.

Azalea Bcstg. Co., Mobile, Ala.—New AM, 1340 kc, 250 w, unlimited. Examiner William Butts. Docket 9964.

New Petitions . . .

February 19

Proposed new policy to govern assignment of fixed nonbroadcast stations in 72-76 mc band so as to reduce interference to TV Chs. 4 and 5 (Docket 10315)—Comments filed by CBS, submitting alternate proposals. On Feb. 20 FCC also received comments from RTMA, KSL-TV Salt Lake City (request for additional time to file data on local interference), A. Earl Cullum Jr., Associated Police Communications Officers Inc. and Aeronautical Radio Inc. Latter two contend certain provisions of proposals are too severe on fixed stations.

February 20

ABC and United Paramount Theatres merger and WBKB (TV) Chicago (Docket 10047 et al.)—Petition filed by Zenith Radio Corp. for reconsideration of memorandum opinion and order of Feb. 9 approving merger of ABC-UPT, granting transfer of WBKB (TV) to CBS and denying Zenith protest.

Storer Bcstg. Co.—Petition to reconsider memorandum opinion and order of Jan. 30 requiring Storer to elect within 30 days which of its TV applications at Miami and Wheeling it wished Commission to prosecute. FCC decision was based on its rule on multiple ownership which limits each licensee to five outlets. Storer asked stay of 30-day period until 10 days after FCC rules on petition to reconsider.

Transit Riders Assn. Inc. vs. FCC in U. S. Court of Appeals for D. C.—Brief for FCC filed with court in reply to appeal.

Mid-State Bcstg. Co. and LeRoy E. Parsons, Chehalis, Wash. New AM, 1420 kc (Docket 10126, 10127; BP-8187, 8354)—Petition by Mid-State to continue hearing at least 30 days from March 5.

February 24

Edwin J. Schuffman, Kinston, N. C. New AM grantee, 1230 kc, 100 w (BP-8438)—Petition by Wilmington Bcstg. Service for reconsideration of Jan. 23 grant to Schuffman so as to include condition station will be subject to such interference as may be caused by grant of Wilmington Bcstg. Service application (BP-7930) for 1230 kc, 250 w, at Wilmington, N. C.

FCC Report to Congress—Commission sent to Congress report of pending applications and hearing cases as of Jan. 31 pursuant to provisions of Communications Act as amended by McFarland Act.

Routine Roundup . . .

February 19 Decisions

ACTIONS ON MOTIONS

By Comr. Rosel H. Hyde

All American Cables & Radios Inc., The Commercial Cable Co., Mackay Radio & Telegraph Co. Inc.—Granted petition for postponement until further order of Commission of hearing now scheduled to start March 3, 1953, in Dockets Nos. 10335 and 10378 (Western Union Complaints against the metropolitan area provisions in RCA Communications, Inc. existing tariffs and in proposed tariffs of AC&R Companies and for certain other relief) in order to allow more time for study of matters involved.

By Hearing Examiner H. Gifford Irion

John Blake and Charles R. Wolfe, Killeen, Tex.—Granted petition for continuance of hearing from Feb. 18 to March 2, 1953, re application (Docket 10122) and that of Highlite Bcstg. Co., Killeen, Tex. (Docket 10123) for AM stations.

By Hearing Examiner Fanney N. Litvin

News Sentinel Bcstg. Co. Inc., Fort Wayne, Ind.—Granted petition for extension of time from Feb. 25 to March 12, 1953, to file proposed findings and conclusions re application for CP for new TV station (Docket 10300; BPCT-979).

By Hearing Examiner Annie Neal Huntting

KTRM Inc., Beaumont, Tex.—Granted motion for a continuance of hearing from Feb. 25 to March 4, 1953, re application (Docket 10288; BPCT-971) and those of The Enterprise Co., (Docket 10286; BPCT-743) and Beaumont Bcstg. Corp. (Docket 10287; BPCT-762) for CP's for new TV stations in Beaumont, Tex.

February 20 Applications

ACCEPTED FOR FILING

Modification of CP

WBAR Bartow, Fla., William Avera Wynne—Mod. CP (BP-8724), which authorized new AM, for approval of ant., trans. and studio location (BMP-6136).

Change DA System

WORZ Orlando, Fla., Central Florida Bcstg. Co.—CP to change from DA-DN to DA-N. AMENDED to increase D power to 5 kw D using DA, make changes in ant. system and change type trans. (BP-8350 amended).

License Renewals

Following stations request renewal of license: **WRC Washington,** National Bcstg. Co. (BR-143); **KFNF Shenandoah, Iowa** (BR-530); **WARE Ware, Mass.** (BR-2132); **KCAP Helena, Mont.,** Lewis & Clark Bcstg. Corp. (BR-2351); **WKVA Lewistown, Pa.,** Central Pennsylvania Bcstg. Co. (BR-2390); **KJR Seattle, Wash.,** Mt. Rainier Radio & Television Bcstg. Corp. (BR-63); **KRSC Seattle, J. Elroy McCaw** (BR-70).

February 24 Applications

ACCEPTED FOR FILING

Modification of CP

WRMA Montgomery, Ala., Southland Bcstg. Co. of Montgomery, Ala.—Mod. CP (BP-8240) which authorized new AM, for approval of ant., trans. location as west of and adjacent to ACLRR tracks on south side of Bowman St. extended, Montgomery; specify studio location as 30 N. Lawrence St., Montgomery and change type trans. AMENDED to decrease height of tower and increase power to 1 kw (BMP-6048 AMENDED).

License Renewals

Following stations request renewal of license: **WETO Gadsden, Ala.,** Gadsden Radio Co. (BR-25-64); **WCNX Middletown, Conn.,** Middlesex Bcstg. Co. (BR-2190); **WDAE Tampa, Fla.,** Tampa Times Co. (BR-437); **KDSH Boise, Ida.,** Boise Valley Bcstrs. Inc. (BR-1572); **WWST Wooster, Ohio,** Wooster Republican Printing Co. (BR-1825); **WWSW Pittsburgh, Pa.,** WWSW Inc. (BR-797); **WSBA York, Pa.,** Susquehanna Bcstg. Co. (BR-1183).

February 25 Decisions

BY BROADCAST BUREAU

Granted License

WJXN Jackson, Miss., Jackson Bcstg. Co.—Granted license covering change in trans. location, installation for new trans. and changes in ant. system (BL-4863).

WBRN Big Rapids, Mich., Paul A. Brandt—Granted license for AM broadcast station, 1460 kc 500 w D; condition (BL-4895).

WCHN Norwich, N. Y., Radio Norwich Inc.—Granted license for AM broadcast station, 970 kc 500 w D (BL-4880).

Extension of Completion Date

Following granted mod. CP's for extension of completion dates as shown:

WJAR-TV Providence, R. I., to 9-9-53 (BMPCT-983); **WBHP Huntsville, Ala.,** to 4-23-53 (BMP-6132); **KPFA Berkeley, Calif.,** to 5-1-53, extension of STA for reduced hours of operation (5:00 p.m. to 11:00 p.m.) on Saturdays and Sundays for period ending in no event later than May 1, 1953 (BMPH-4812).

Modification of CP

KIBS Bishop, Calif., Inyo Bcstg. Co.—Granted mod. CP for approval of ant., trans. and studio location and change type trans. (BMP-6055).

Granted License

KVSC Logan, Utah, Utah State Agricultural College, College Hill—Granted license for noncommercial educational FM station; Ch. 201, 10 w (BLED-129).

Granted Request

KOFO Ottawa, Kan., Ottawa Bcstg. Co.—Granted request for waiver of sec. 3.71 of rules for authority to sign off at 6 p.m. CST, Feb. through Sept. 1953.

Modification of CP

WBAM Montgomery, Ala., Deep South Bcstg. Co.—Granted mod. CP to make changes in ant. system and frequency control equipment of AM station; conditions (BMP-6104).

Extension of Completion Date

WEBC-FM Duluth, Minn., Head of the Lakes Bcstg. Co.—Granted mod. CP for extension of completion date to 8-19-53 (BMPH-4809).

BY COMMISSION EN BANC

Midway Bcstg. Co. Inc., Pittston, Pa.—Granted CP for new AM on 1540 kc 1 kw D; engineering condition (BP-8567).

Tallassee Bcstg. Co., Tallassee, Ala.—Granted CP for new AM on 1300 kc 1 kw D; engineering condition (BP-8414).

KIFN Phoenix, Ariz., Western Bcstg. Co. Inc.—Granted CP to increase power from 250 w to 1 kw, operating D on 860 kc; engineering condition (BP-8585).

Feb. 25 Applications

ACCEPTED FOR FILING

Change Name

KMPC Los Angeles, KMPC Inc.—Mod. CP to change name to KMPC, The Station of the Stars (BML-1537).

Change Transmitter Location

WGMS Washington, The Good Music Station Inc.—CP to change trans. location from Falls Church, Va., to Potomac, Md. (BP-8764).

Extension of Completion Date

WHWD Hollywood, Fla., Circle Bcstg Corp.—Mod. CP (BP-7750), as mod., which authorized new AM, for extension of completion date (BMP-6138).

Change Studio Location

WHYN Holyoke, Mass., The Hampden-Hampshire Corp.—Mod. license to change studio location from Holyoke, Mass., to South Hadley Falls, Mass.

Change Transmitter Type

WIHL Hammond, La., Cefalu Radio Station—Mod. CP (BP-8355), which authorized change in frequency and hours of operation, to change type trans. (BMP-6127).

WJMC Rice Lake, Wis., WJMC Inc.—Mod. CP (BP-8600), which authorized change in trans. and studio location and installation of new ant. and ground system, to change type trans. (BMP-6139).

License Renewals

Following stations request renewal of license: **WWWR Russellville, Ala.,** Bankhead Bcstg. Co. (BR-2302); **WGLS Decatur, Ga.,** DeKalb Bcstg. Co. (BR-2255); **KWNO Winona, Minn.,** Maxwell H. White (BR-955).

TENDERED FOR FILING

Modification of CP

KCTG Cottage Grove, Ore., Coast Fork Bcstg. Co.—Mod. CP to change trans. and studio location from Cottage Grove, Ore., to Springfield, Ore.

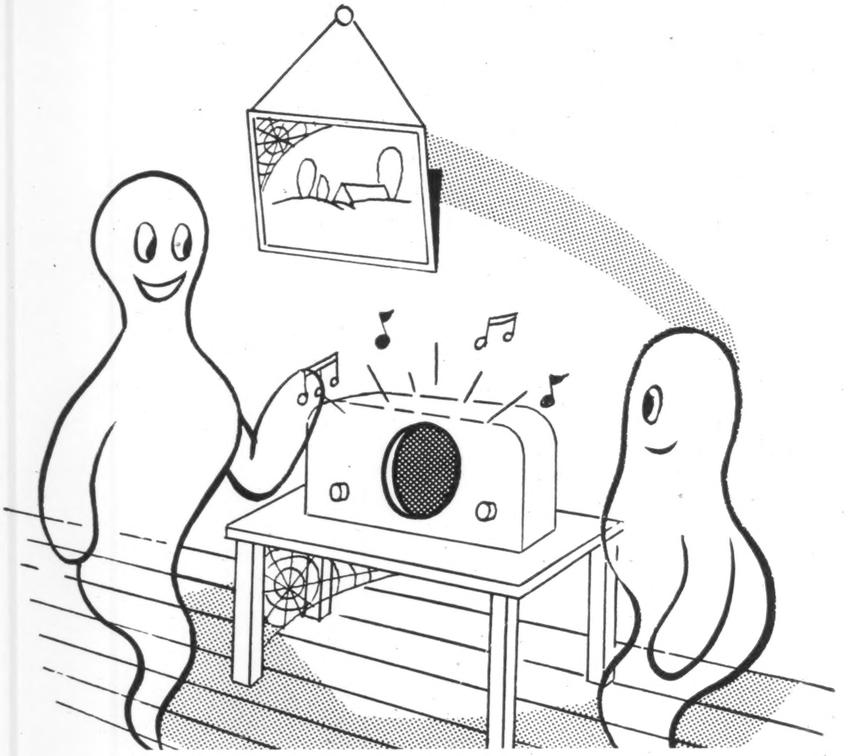
Topnotch TV RADIO PERSONALITY

17 years all phases of broadcasting. Station manager, program, news, special events director. TV producer-director. Staff NBC, N. Y.; WNEW, N. Y.; WJAR, Detroit; WLW, Cincinnati; WTAM, Cleveland. Wife is British starlet and only BBC disc jockey in country. Excellent husband-wife team.

If you're looking for TV-AM program director who will be your outstanding air personality, I'm your man.

Write, wire or phone Don Cordray, c/o Tom Slater, Vice President, Ruthrauff & Ryan, Inc., 405 Lexington Ave., New York, N. Y.

editorials



Drawn for BROADCASTING • TELECASTING by Frank Tabor

"I prefer the disc jockey shows. Live broadcasts are so boring."

Spot Sell

MANY broadcasters may at first react antagonistically to the proposal of the Station Representatives Assn. that they contribute funds for a "Crusade for Spot Radio." It would be a natural reflex, in view of the numerous other enterprises that broadcasters are called upon to support.

It is to be hoped, however, that their first reactions will not survive a reconsideration of the plan, for in our opinion there is much to be said for it.

To begin with, there is merit in the argument that the spot crusade is a necessary addition to the basic work of selling radio which BAB is doing. As the SRA letter points out ". . . BAB, by its very nature, is unable to refine its activities specifically to the promotion of spot." The truth is, of course, that spot is sold not only in competition with other media but also in competition with the other form of national radio business—network. It would hardly do for BAB to get into an intra-medium fight.

Without touching on the question of whether network or spot is the better technique (indeed we doubt that a general answer to that question is possible), we are all for the promotion of all types of radio advertising. The networks are equipped and financed to carry on vigorous campaigns. We see no reason why spot broadcasting should not be similarly equipped.

The contributions asked individually of stations for the "Crusade for Spot Radio" appear to be reasonable. Half the price of a daytime minute announcement per month certainly won't put any station out of business. If enough contribute and the money is used well, it might put some stations in bigger business than they have been in.

Educated TV*

THE ARGUMENTS against non-commercial, educational television have never been more clearly stated nor the reasoning behind them more sensibly explained than in the majority report of the New York temporary state commission that studied this subject.

The report seems the more remarkable for its level-headedness in comparison with the befuddled behavior of the New York State Board of Regents which has applied for and been granted construction permits for seven non-commercial, educational stations without having a penny to build and run them.

The regents' utopian plan is to build a total of 10 such stations. It is their belief that the stations can be erected for $3,855,540 and operated for $2,273,940 per year. Compare those figures with the estimates of the special commission's report.

The commission says it would take $6 million to build the stations and $8,250,000 per year to run a bedrock operation. We don't know where the Board of Regents got its figures, but we'll choose the estimates of the commission without question.

The commission included members who demonstrably know what they're talking about. Ben Duffy, president of BBDO, knows about television costs the hard way—as chief executive of an agency that spends more money than any other in TV. Mike Hanna, general manager of the Cornell-owned WHCU Ithaca, which holds a CP for a TV station that will be *commercial*, like its radio sister, is a serious and successful broadcast businessman.

The commission's report deserves attentive study by educators who have been mesmerized by more flowery, but less intelligent, arguments urging them to take the plunge in non-commercial, educational TV.

Killing Pace

LAST Monday night, Norman (Hap) Webster, 45, chief engineer of the McClatchy stations, died in Baltimore. Heart failure.

He was en route to Camden from Washington where he had participated for weeks in hearings before an FCC examiner on McClatchy's application for TV in Sacramento. The hearings had begun on Nov. 17.

Hap Webster had undergone months of intensive preparation for these hearings. He sat in on proceedings all day. At night he and other McClatchy executives prepared for the next day. The pace was more than even his young physique could stand.

Hap Webster is a martyr as truly as if he had been in the front lines. More, he is a symbol and a warning. He is the only fatality ascribable to the FCC's grueling comparative hearing procedure—so far. But he isn't the only casualty. One of his colleagues, John Hamlyn, executive and attorney of the McClatchy newspapers and stations, suffered a near collapse and was hospitalized.

In the Denver Ch. 4 hearing last fall, Al G. Meyer, manager of KMYR, suffered a heart seizure while on the stand. The toll has been heavy on other participants.

Never in the annals of administrative practice have we witnessed anything so trying and oppressive. In their zeal to make the best showings, opposing counsel have forced witnesses to bare their souls. Thus far, just five hearings of 23 which have started since the thaw last April, have been completed. Some have run 100 days. The transcripts are staggering. A rough estimate places the cost of a single average participant at $75,000. This includes housing and feeding of staff executives in Washington, attorney's fees, transportation and transcript.

This now becomes trivia. Human life and well-being are involved.

What's the answer? How can the proceedings be trimmed to essentials, eliminating self-serving testimony, ludicrous cross-examination and brow-beating? There must be a complete revision of the rules of the game.

The hearing process is getting nowhere. The hold-over Democratic FCC hangs in suspended animation.

What's needed—and fast—is a new chairman who has the backing of the administration. This is no criticism of the incumbent who knows he serves by sufferance, and who is surprised the change didn't come Jan. 20.

Last week we implored President Eisenhower to name his new chairman and get the reorganization underway. This week, we cite the tragic case of Hap Webster.

...to the time buyers for food and drug advertisers

The *only* two stations in the fabulously wealthy Washington market that offer your clients regular *IN-STORE*, point-of-purchase displays to back up their on-the-air advertising are ***WMAL-Radio*** and ***WMAL-Television.*** To give our drug and food advertisers effective follow-up at the all-important point of sale, we have launched

WMAL CUSTOMER CONTACT

DRUG advertisers get point-of-sale displays in 75 Peoples Drug Stores—the drug chain that handles over 60% of all drug sales in the Washington Metropolitan Area.

FOOD advertisers get point-of-sale displays in 20 Food Town Grocery Stores—a chain that does a $20 million business annually.

Any Katz salesman can tell you how to get CUSTOMER CONTACT with effective, low-cost advertising on

WMAL *am* / *fm* / *tv*

THE EVENING STAR STATIONS IN WASHINGTON, D. C.

REPRESENTED BY THE KATZ AGENCY, INC.

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